



Agenda

DATE 1/8/15

TIME 10:00am

PREPARED BY Jen Romero

APPROVED BY

[Signature]

**AMENDED
PARKS DIVISION
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE MEETING**

THURSDAY January 15, 2015

MARTY SANCHEZ LINKS DE SANTA FE – ADMINISTRATION BUILDING

3:00 P.M. – 5:00 P.M.

1. Call to Order

2. Roll Call

3. Approval of Agenda

4. Approval of previous minutes

October 30, 2014

5. Comments from Chairman – Maurice Bonal

6. Staff Reports

- Administration – (Revenue and golf rounds summary for November & December 2014; Admin. updates)
- Superintendent – (Golf course conditions update)
- Marketing – (Advertising updates)
- Pro-Shop – (2015 Tournament calendar updates)
- The Links Bar & Grill – (Restaurant updates)

7. Matters from the Committee

8. Old Business

- Review and approval of revisions to Committee Resolution

9. New Business

- Memorial Plaque for John Gabaldon

10. Adjournment

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520 five (5) working days prior to meeting date.

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MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE
January 15, 2015**

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MINUTES OF THE
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE MEETING
January 15, 2015

1. CALL TO ORDER

The informational meeting was called to order by Tila Shaya at 3:10 p.m. on this date at the Marty Sanchez Links de Santa Fe, Administration Building, Santa Fe.

2. ROLL CALL

Roll call indicated the lack of the presence of a quorum; therefore an informational meeting was held.

MEMBERS PRESENT:

Tila Shaya
Linda Zingle

MEMBERS ABSENT:

Karleen Boggio-Montgomery
Maurice Bonal, Chair
John Gabaldon, passed away
Al Jahner
Councilor Signe Lindell
Fred Lopez
Lee Sanchez
Ned Siegel
1 vacancy

STAFF PRESENT:

Henry Lucero, MRC Marketing
Jennifer Romero, MRC employee

OTHERS PRESENT:

Alo Brodsky, Pro Shop
Frank Gallegos, The Links Bar & Grill

3. APPROVAL OF AGENDA

Approval of the agenda was not made due to the lack of a quorum.

4. APPROVAL OF MINUTES:

- Meeting of October 30, 2014

Approval of the Minutes of the October 30, 2014 meeting was not made due to the lack of a quorum.

5. COMMENTS FROM CHAIRMAN – Maurice Bonal

Chair Bonal was absent; therefore there were no comments from the Chairman.

6. STAFF REPORTS

- **Administration – (Revenue and golf rounds summary for November and December 2014; Admin. updates)**

Copies of the *Marty Sanchez Links de Santa Fe Golf Summary* for November and December 2014 were distributed.

Ms. Romero reported as follows:

- Total rounds in golf for the month of December were 735, which is up by 590 rounds when compared to the prior year.
- The total green fees revenue to December was \$12,161, which is an increase of \$8,992 when compared to the month of December of the prior year. This is an increase of 15% for the fiscal year.
- Golf cart revenue for the month of December was \$5,878, which is an increase of \$4,573 (11% increase) when compared to the prior year.
- The Pro-Shop revenue for the month of December was \$9,772, up 4,436 when compared to the month of December of the prior year. Overall, the Pro-Shop revenue is up 30% when compared to the prior year.

- The driving range revenue for the month of December was \$1,317, which is an increase of \$683 (a 12% increase), when compared to the prior year.
- The golf tournament revenue for the year was \$7,617.

Ms. Romero noted that they put together a Punch Pass comparison to see how they are doing in terms of the sales of punch passes. She reviewed the numbers.

- **Superintendent – (Golf course conditions update)**

Brian Hodges was absent because it is the slow winter season. Ms. Romero reported as follows:

- There are presently five maintenance crew members during the winter season.
- In the month of November, the crew focused on pruning trees, mulching and cutting limbs and firewood. The mulch was applied on all bypass trails throughout the course.
- A late season fertilizer was applied. A wetting agent was also applied to all of the greens in the hopes that it will help hold moisture.
- In the month of December, the maintenance crews serviced the mowers and did some selective tree trimming.
- In mid-December, the maintenance crews worked on the tables in the Restaurant. They sanded and stained the tables in the bar area on the week of Christmas.
- The maintenance crew also painted the kitchen floor while the Restaurant was closed for the two weeks of Christmas.
- In addition to that, the maintenance crews also painted the restrooms.
- The mechanic has been doing preventive maintenance on all of the equipment.

- Now in January, the maintenance crew have started to sharpen the reels and the bin knives and getting the tractors and mowers ready.
- The air compressor was insulated for the winter season.

Ms. Zingle asked if Mr. Hodges gave any idea on what they will be doing during the months of January and February.

Ms. Romero said as they prepare for spring, they will continue to do winter maintenance and they will start getting all of the golf accessories ready. They will also do an inventory on supplies and equipment.

Ms. Zingle asked if there are any big purchases that have to be made.

Ms. Romero said no. However, they are looking at purchasing a gopher machine.

- **Marketing – (Advertising updates)**

Henry Lucero reported as follows:

- Mr. Lucero said overall in terms of marketing, they had an amazing year in 2013.
- The views on the website were approximately 65,000 for the year, and on a weekly basis they are getting approximately 1,000 hits on the website, approximately 5,000 hits per month. Mr. Lucero noted that the report breaks it down by the area where the hits came from. He mentioned that we are getting a lot of returning visitors.
- In terms of social media, they have hospitality groups from New York, Boston, Florida and Sidney, Australia who have inquired about the Golf Course.
- Mr. Lucero and Ms. Romero will be looking at the marketing campaign and revenues from last year, to see what worked, what did not work and what can be done in 2015.

- Marty Sanchez will be participating in the Golf Expo, which is scheduled to take place on the first weekend of February. This will be good marketing for the Golf Course.

Ms. Zingle asked if she could participate with the booth for the Golf Expo. Mr. Lucero said yes. Ms. Romero offered to get out the information on the Golf Expo to the Members once it is available.

- Mr. Lucero said they are updating and reordering new rack/brochure cards.
- Mr. Lucero said they are going to start designing some new ads and add some new photos when the weather permits.

Ms. Shaya complimented Mr. Lucero for the logo that was done for Christmas. She thought it was well done.

Ms. Romero said they want to include the Restaurant more in the ad campaign for this year to bring in more patrons to the Restaurant and the Golf Course.

Mr. Gallegos said he thinks they do a great job in serving good food and the more they can incorporate with the Golf Course, the better. It not only helps the Restaurant but it also helps the Golf Course.

Mr. Gallegos mentioned that there are some great tournaments coming up, and he is looking forward to partnering with the Golf Course. The Santa Maria de la Paz Youth Tournament is scheduled for this coming year. This will be the first tournament that they have had at this Golf Course.

- **Pro-Shop – (2015 Tournament calendar updates)**

Mr. Brodsky said he did not have a Tournament Calendar to distribute today because he is in the midst of putting it together. However, he will have a 2015 Tournament Calendar to distribute at the next meeting.

Mr. Brodsky said he met with some of the members of the Maxwell Tournament Committee this morning and he is hoping that they will hold their tournament here. They will also be meeting with the Country Club and will be making a comparison.

Mr. Brodsky said the Global Running Culture Golf Tournament, which is another great tournament, is scheduled for May 8th. He noted that the money that is raised from this Tournament goes to different communities around the country.

Mr. Brodsky noted that the ALS Tournament would like to hold another tournament here.

Ms. Shaya asked Mr. Brodsky if the Oil and Gas Tournament is held here.

Mr. Brodsky said no they have not held a tournament here. They lost this Tournament to the Towa Golf Course because they could offer them rooms and perks that Marty Sanchez could not offer them.

Ms. Zingle said the Women's group would like to be more involved with tournaments and are willing to volunteer for these tournaments to help staff.

Ms. Zingle asked Mr. Brodsky if he is pursuing the contract with *Golf Now*.

Mr. Brodsky said for now, he thinks they should continue with what they are doing with them now, because he is not sure if they need to sign a 2-year contract with them and if there are any benefits for doing that.

7. MATTERS FROM THE COMMITTEE

There were no matters from the Committee.

8. OLD BUSINESS

- **Review and approval of revisions to Committee Resolution**

Due to the lack of a quorum, no action was taken on this agenda item.

9 NEW BUSINESS

- **Memorial Plaque for John Gabaldon**

Ms. Romero said they would like to recommend that a memorial plaque for former member John Gabaldon be done. This will be discussed at the next meeting.

Ms. Shaya asked if a plaque was done for Jake Martinez.

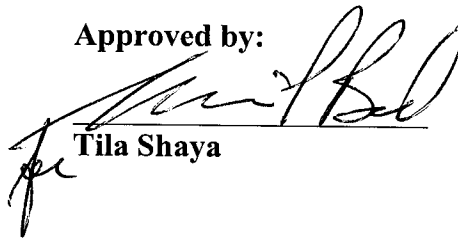
Ms. Romero said yes.

10. ADJOURNMENT

The next meeting is scheduled for February 19, 2015 at 3:00 p.m.

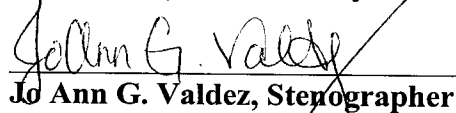
Having no further business to discuss, this informational meeting adjourned at 4:00 p.m.

Approved by:



Tila Shaya

Respectively submitted by:



Jo Ann G. Valdez, Stenographer