



Agenda

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PARKS DIVISION

MARTY SANCHEZ LINKS DE SANTA FE ADVISORY COMMITTEE MEETING

THURSDAY, January 6, 2011

**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**

December 9, 2010
5. **Comments from Chairman – Maurice Bonal**
6. **Presentation by: Angelica Gurule (15-20 min)**
 - “Exploring Sustainable Environmental Management Practices for Golf Courses in Semi-Arid Environments”
7. **Staff Reports**
 - Administration – (Revenue and golf rounds summary, Admin. updates)
 - Superintendent – (Golf course conditions update)
 - Marketing – (Advertising updates)
 - Pro-Shop – (2011 Tournament calendar updates)
8. **Old Business**
 - 2011 Fee Recommendation
9. **Matters from the Committee**
10. **Adjournment**

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CITY OF SANTA FE PARKS DIVISION
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE MEETING

January 06, 2011

ITEM	ACTION TAKEN	PAGE(S)
1. CALL TO ORDER		1
2. ROLL CALL	Quorum	1
3. APPROVAL OF AGENDA	Approved	1
4. APPROVAL OF MINUTES December 09, 2010	Approved	2
5. COMMENTS FROM THE CHAIRMAN	None	2
6. PRESENTATION: • "Exploring Sustainable Environmental Management Practices for Golf Courses in Semi-Arid Environments"	Cancelled	
7. STAFF REPORTS • Administration (Admin updates, (Revenue and golf rounds summary)	Discussed	2-3
• Superintendent (Golf course conditions update)	Discussed	5
• Marketing	Discussed	6
• Pro-Shop (2011 Tournament calendar updates)	Discussed	6
8. OLD BUSINESS • 2011 Fee Recommendation	Discussed	3-5
9. MATTERS FROM THE COMMITTEE	Discussed	6-7
10. ADJOURNMENT	Adjourned at 4:16 p.m.	7

APPROVAL OF THE MINUTES OF December 09, 2010

Page 7, third item down, for clarification should say "Mr. Lopez said if MSL wasn't paying the debt service and only had to pay the expenses of the golf course; the golf course would be making money."

Mr. Sanchez moved to approve the minutes as amended. Ms. Lindell seconded the motion and it passed by unanimous voice vote.

COMMENTS FROM CHAIRMAN

There were none.

STAFF REPORTS

- *Administration – (Revenue and Golf Rounds Summary; Admin Updates)*

Mr. Lujan said things were quiet and that allowed Staff to catch up on things. He said the Round Summary Report wasn't complete because of people who took off during the holiday season.

Mr. Lujan said the PNM substation proposed behind hole # 2 on County Road 62, was looked at to be moved out of MSL view as well as the neighbors and the cost changes were being looked at. He would keep the Committee posted.

He said when the archery range started in 2006 it was discussed for the range to be on the MRC property and if the City regained ownership of the BLM across the road the range would possibly want a better location. The substation sight was proposed to be on 2 1/2 acres of the 30 acres surrounding the archery range.

Mr. Lujan said the big topic with the City was the GRT and the budget and he had presented the status of MSL to the Finance Committee. He said a \$2.8 million gap was foreseen in order to balance the budget for this fiscal year and another \$7.7 to balance the following fiscal year.

Mr. Lujan said he was asked to look at MSL expenses and revenues. The GRT was down and City employee furloughs would be discussed at City Council. He said the City wanted to transfer some expenses out of the General fund into the Enterprise and Special Revenue Fund.

Al Jahner entered the meeting at this time.

Mr. Lujan said Staff was reduced with the first wave of temporary employees and another group's paperwork would be started by mid March but he wanted to be sure MSL was ready for the first tournament in June.

He said as far as budget measures, the 55 City committees were being discussed for consolidation with the hope to group the committees by relevance or subject, etc. He would keep the Committee posted.

Mr. Lujan reviewed the Summary Report:

- Rounds of Golf- No numbers for the Pro shop or spreadsheet at this time.
- Green Fee Revenue- increased 3% from the previous year.

- Golf Cart Revenue– increased from \$271 to \$6,337
- Driving Range– the numbers were incomplete.
- Tournaments- there had been none.

OLD BUSINESS (Revised Agenda Order)

- 2011 Fee Recommendation

Mr. Lujan said rate comparisons done by MSL for the surrounding area and the information from the NGF (National Golf Foundation) Market survey was discussed by the Committee and compared MSL rates. He said MSL was a lot less expensive than others in the area

Mr. Lujan said a rate increase of 50 cents, \$1, and \$1.50 was considered and Staff thought 50 cents wouldn't make enough of a change. The other two rates were discussed. Taken into account was the volume and that MSL was a community course and the only course with different lay outs and how the increase would impact the course.

Mr. Lujan said the recommendation to the Committee was for an increase of \$1.50 to keep the course slightly below most of the market and a little less than the Country Club. The \$1.00 rate would be an increase of \$40,000 versus \$52,000 at the \$1.50 rate.

Mr. Nettles said with the previous increase the fees were only raised for the non-Player's Club card holders and this would be across the board.

Mr. Lopez said if the assumption that the 36,605 rounds of golf played in 2009/10 was raised by \$1 per round that would be an additional \$35,000. He asked when the proposed rates would be increased.

Mr. Lujan said he wanted to increase the rates as soon as possible because it would be less confusing than in the middle of the fiscal year.

Mr. Lopez said it would be a year before the impact of the \$52,000 was seen. He asked how that would affect the projections.

Mr. Nettles said the full benefit of the \$1 cart increase would be seen this year.

Mr. Lujan said projections wouldn't change; MSL was over projected.

Mr. Lopez said the sooner the rate was implemented the better MSL would be and the impact on the transfer-in to cover the debt service.

Mr. Jahner said the NGF were the people who said MSL would have 60,000 rounds and why MSL had the debt they had. He said the Committee projection was 40,000 and accurate.

Mr. Jahner said the Country Club recently changed their rates and that would take away numbers from MSL. He cautioned not to get too optimistic. He said everyone was making adjustments and MSL's biggest competition was the Country Club.

Mr. Lopez said the clientele should be looked at; many people couldn't afford an annual membership of \$275. He said MSL would lose some people but the MSL clientele he saw were working class people who played 2-3 times a month.

Ms. Lindell said that Towa ran a special on their Player's Card for \$110 with three free rounds and then would be \$49 per round for the card. She said MSL would be \$6-7 more and she would hate that as a municipal course they charged more than private courses around.

Mr. Sanchez asked the percentage of the increase and was told it would be across the board because there were too many fee variables. The lower fees would increase a higher percentage.

Mr. Jahner asked if consolidation of all of the fees was discussed. He said there shouldn't be more than six-ten different rates.

Mr. Nettles said that was done once but had mushroomed again. He agreed there were a lot of rates; some for the nine and eighteen, rates for the Great 28, the Seniors, Juniors and Regulars and Weekend, Twilight, Non-Twilight, etc. He said if there was a way to consolidate the rates it would be simpler but the unpredictability of what that does to the final numbers kept them from consolidating.

Mr. Lopez said a \$1-1.50 increase for a round of golf versus paying \$275 per month for 12 months was economics and people would pay the \$1.50 increase.

Mr. Jahner said the people who played five days a week would be gone.

Mr. Nettles said people who played 120 rounds of golf a year would go to the Country Club but he thought regardless, an increase of \$1.50 wouldn't make someone leave.

Mr. Lujan said his opinion was if MSL was subsidized the rates shouldn't be raised and he just tried to be fiscally sound. He said he knew a certain percentage would be lost if the rates were raised but MSL looked at tying two segues to generate revenue.

Mr. Jahner said he would recommend to the City that there be no increase and let the City come up with a number. He said the loss of revenue would be on the person who made that recommendation. He said the amount of money wouldn't make any difference when looking at the dollars transferred in to cover the MSL.

Mr. Lopez said the City would still have to transfer money in regardless and MSL was in a situation where revenues had to be increased and would lose some golfers. He agreed the \$30,000 wouldn't do anything against the \$1 million 26 thousand in debt service.

Mr. Sanchez said MSL is a municipal golf course for the people of Santa Fe to enjoy and the only place the City really made money from recreation. He thought they shouldn't over charge a key commodity.

Mr. Jahner asked Mr. Lujan if he had discussed what the City Manager wanted.

Mr. Lujan said he was given the direction to assess all of MSL's fees and if the trend was continued, he saw increases.

Mr. Lopez said there would be the person who could afford the \$1.50 versus the person who couldn't afford the \$275 a month. He thought people might have to play fewer rounds a week and that would be a loss whether at MSL or wherever.

Mr. Jahner asked if this was a ceremonial fee increase. He said he was more willing to help the person who played at MSL not help out the City.

Ms. Lindell agreed and said the \$52,000 seemed symbolic. She said the City would transfer the money in regardless.

Mr. Lopez moved that rates be increased by \$1.50 per round effective immediately. Ms. Boggio Montgomery seconded the motion.

A roll call vote was taken as follows:

For: Ms. Boggio Montgomery and Fred Lopez and Mr. Jahner

Against: Mr. Martinez, Mr. Gabaldon, Ms. Lindell and Mr. Sanchez

The motion to increase rates by \$1.50 failed.

Mr. Lopez said Staff did a great job in getting the Committee the information.

Mr. Sanchez moved that rates be increase by \$1.00 if the rate has to be increased. Mr. Lopez seconded the motion.

A roll call vote was taken as follows:

For: Ms. Boggio Montgomery, Mr. Lopez, Mr. Gabaldon, and Mr. Sanchez

Against: Mr. Martinez, Ms. Lindell and Mr. Jahner

The motion passed by majority vote to increase rates by \$1.00 if necessary.

Mr. Lujan said the product at MSL outshines many other courses and some people would be lost. He thanked the Committee for their discussion and vote.

◦ *Superintendant Report - Golf Course Conditions Update - John Allen*

Mr. Allen provided a report on golf course conditions. A summary follows:

- Equipment was serviced; washed and waxed. Cutting units were sharpened and refurbished.
- Irrigation and pump house was winterized.
- Tee markers and hardware, ball washers, bag racks, split rail fencing was refurbished. Split rail fencing was being installed after the women's tee box on #3.
- The restrooms were cleaned, painted and refurbished and a small repair was done in the women's restroom in the Pro shop.
- The MSL crew also worked at the MRC Sports Complex cleaning and refurbishing to get ready for winter and assisted with snow removal at other City locations to help the Parks Department.
- The Fairways were tracked to try to melt snow faster.
- The buildings at MSL and MRC were cleaned inside and out and perimeter cleaning was done to remove what wasn't needed.

Mr. Allen thanked the office Staff for their great job.

◦ *Marketing-Clarissa Lovato*

A summary of Marketing was provided by Ms. Lovato:

- ❖ Player's Pass- 213 were sold in 2009 versus 218 in 2010; a 2% increase (\$625 more than the previous year.)
- ❖ Volume Discount Cards- 54 cards were sold in 2009 versus 56 in 2010 with a small increase of \$52.86.
- ❖ Online winter promotions were continued. The Back Nine Grill menu to local offices etc. is being promoted and a Coffee and Golf Tips with the Pro is proposed for Saturday, January 15; golfers would get golf tips with Mr. Nettles over coffee and breakfast. The first coffee would focus on grip stance and posture.
- ❖ Promotion would continue through the on line data base (approximately 625 golfers) the Player's Pass and the Volume Discount Card for 2011.
- ❖ The website is being completely re-designed. A copy of the Home Page was shown. The Home Page would have three rotating images with the golf course and features of quotes about the course or from publications. Golf specials would be on the front page and MSL was actively online using Facebook, Twitter and email options. A quick glance would give specials, tournaments, scores, etc. The top of the Home Page was reviewed. A subpage of the main headings (Course, Rates, Calendar, Pro shop, Lessons, the Grill etc.) would feature a guide, conditions, history of the course, environmentally green section and a photo gallery. A Weather button on the Home Page would show weather conditions at the course.

The launch of the re-design would be in late February early March and the Committee would be kept posted.

◦ *Pro-Shop – 2010 Tournament Calendar Updates -Ross Nettles*

Mr. Nettles reviewed the calendar of events and said many were the same as every year. He mentioned the end of July the Sun Country Women's Amateur would be held on Saturday and Sunday.

MATTERS FROM THE COMMITTEE

Ms. Boggio Montgomery said she contacted David Maestas (son of Joe Maestas) who wanted to make a donation. She said she explained to him there were strict rules about using names and told him a plaque would be done.

Ms. Richardson said the plaque was ready. She suggested the plaque be presented to Joe Maestas' family during a tournament in the summer, like the Mayor's Cup.

Ms. Boggio Montgomery said she mentioned to David that his sister had donated \$500 to Fore Kids and discussed that a piece of equipment or donation of a tree could be done.

Mr. Lujan offered to contact David Maestas.

Mr. Lopez suggested the Men's Association be asked to make their first tournament on April 16 the *Joe Maestas Memorial* and dedicate the plaque at that time.

Acting Chair Gabaldon said the previous minutes said the Committee would discuss member's who missed three meetings.

Mr. Lujan said that would be part of the amended ordinance.

Mr. Lujan said he wanted to put testimonials and comments on the website and he read a letter written to Mr. Nettles from Ronnie Mercer (Exhibit 1.) Mr. Mercer's letter thanked Mr. Nettles for allowing him to play and evaluate the course and stated MSL was the finest course in New Mexico. Mr. Mercer stated he enjoyed playing the course and asked that the outstanding efforts of the maintenance crew be noted.

ADJOURNMENT

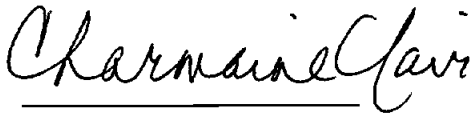
Mr. Jahner moved to adjourn the meeting. Mr. Sanchez seconded the motion and it passed by unanimous voice vote.

There being no further business to be conduct the meeting was adjourned at 4:16 p.m.

Approved by:

John Gabaldon, Acting Chair

Submitted by:



Charmaine Clair, Stenographer