



Agenda

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MARTY SANCHEZ LINKS DE SANTA FE ADVISORY COMMITTEE MEETING

THURSDAY March 10, 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

January 6, 2011

5. Comments from Chairman – Maurice Bonal
6. 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. Matters from the Committee
9. Adjournment

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MEETING OF THE
MARTY SANCHEZ LINKS DE SANTA FE ADVISORY COMMITTEE
March 10, 2011**

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**MINUTES OF THE MEETING OF THE
MARTY SANCHEZ LINKS DE SANTA FE ADVISORY COMMITTEE
Administration Building
Marty Sanchez Links de Santa Fe
March 10, 2011**

1. CALL TO ORDER

A regular meeting of the Marty Sanchez Links de Santa Fe Advisory Committee, was called to order on Thursday, March 10, 2011, at approximately 3:00 p.m., by, Chair Maurice Bonal, at the Administration Building, Marty Sanchez Links de Santa Fe.

2. ROLL CALL

MEMBERS PRESENT:

Maurice Bonal, Chair
Signe Lindell
Fred Lopez
Karleen Boggio-Montgomery
Lee Sanchez
Tila Shaya
[Vacancy]

MEMBERS ABSENT:

Tino Chavez
John Gabaldon
Al Jahner
Jake "Coach" Martinez
Ned Siegel

STAFF/OTHERS PRESENT:

Councilor Carmichael Dominguez
Martin Lujan, Director
Jennifer Richardson, Administration
John Allen, Golf Course Superintendent
Ross Nettles, Golf Pro
Melessia Helberg, Stenographer

There was not a quorum of the membership in attendance, and Chair Bonal opened the meeting for the purpose of receiving of reports only. The meeting was adjourned at approximately 4:15 p.m., with no votes or action being taken by the Committee.

3. APPROVAL OF AGENDA

No action.

4. APPROVAL OF MINUTES – January 6, 2011

No action.

5. COMMENTS FROM THE CHAIRMAN (MAURICE BONAL)

Chair Bonal asked Mr. Lujan if the budget he presented to the City includes the \$1 increase in green fees, and when are the budget hearings.

Mr. Lujan said the \$1 is included, and he will be submitting the budget tomorrow. He said the \$1 increase will bring more revenue, and bring us closer to projections we made two years ago.

Chair Bonal said his only comment today is that there is absolutely no money available from the Legislature this year, so he was unable to get any funds..

6. STAFF REPORTS

A. ADMINISTRATION (REVENUE AND GOLF ROUNDS SUMMARY, ADMINISTRATIVE UPDATES.

A copy of "Marty Sanchez Links de Santa Fe Golf Summary," dated March 7, 2011, is incorporated herewith to these minutes as Exhibit "1."

A copy of the FY 11/12 Mid-Year Budget Review (Base), is incorporated herewith to these minutes as Exhibit "2."

A copy of "2011 Restaurant Monthly Revenue Report, is incorporated herewith to these minutes as Exhibit "3."

Mr. Lujan noted the PNM easement is being moved further down the road, noting PNM's survey has been approved by the City and County, and this will move forward once all of the pieces are in place.

Mr. Lujan said he has heard there are plans for an overpass or underpass to CR 62.

Mr. Bonal said he heard plans are moving forward for a 599/SR62 separated interchange. He asked Senator Griego if he can learn anything further, but to date he has heard nothing else. However, he said there has been strong discussion about that possibility.

Mr. Lujan understands they are doing the design, and are asking for input.

Mr. Lopez said paving SR 62 this will cut 3-4 miles off the trip to the golf course.

Signe Lindell arrived at the meeting

Mr. Lujan will keep the Committee updated on the project.

Chair Bonal said he asked the DOT Secretary, and he said he will get back to me.

Mr. Lujan reviewed Exhibit "1," noting the \$1 increase in green fees was effective on February 1, 2011, so we will see increased revenue there. Please see Exhibit "1" for specifics of this presentation.

Mr. Lujan said projected green fees are \$739,000, and should be about \$700,000, which is a \$39,000 shortfall as compared to last year's shortfall of \$79,000.

Mr. Lujan reviewed Exhibit "2." Please see Exhibit "2" for specifics of this presentation.

Mr. Lopez said it would be very helpful if the report could show the actual received/expended. He said it appears that we are about \$300,000 short in green fees as of February, and Mr. Lujan said this is correct. Mr. Lopez said then we would have to average about \$75,000 per month to hit the \$739,000 budgeted figure.

Mr. Lujan said he sees large increases in play beginning in March-April. He said the conditions of the course have been stepped up and people are hearing about the course. He doesn't know that we will reach the \$739,000, but we will be a lot closer than we were last year. He believes the \$1 increase will bring solid numbers.

Mr. Lopez said he understood Mr. Lopez to say that the current budget has a transfer-in from the City of \$853,000 or whatever is needed to balance the budget, and Mr. Lujan said yes.

Chair Bonal said that's what Albuquerque does with its short fall, because recreation isn't "supposed to make money."

Mr. Lujan said he is working on the agreement with New Mexico Golf Limited which expires in June, and the agreement with Santa Fe Rugby. He said he and John Allen spoke with one of the vendors today with regard to the amount of fertilizer allowed by the City which isn't enough. He said we may go to the Associations again to help us generate the necessary funds to fertilize the golf course.

Mr. Lopez reiterated that for the April meeting, he would like the mid-year budget review report to have an additional column showing the actual spent and received to date, so they can compare actuals to the budget.

Mr. Lujan said the actuals will be about a month behind, and Mr. Lopez said that would be okay.

Councilor Dominguez arrived at the meeting

B. SUPERINTENDENT (GOLF COURSE CONDITIONS UPDATE)

John Allen reported on their work at the golf course as follows:

- Cleaning and burning the debris around the lakes, and a few things left to do, and then they can start rebuilding the lake.
- Cleanup and burn at the MRC at the lake area there, noting there were questions, but once they explained, everything was okay.
- Several pruning projects. #17 trees to left of fairways and bunkers are cleaned which will add to speed of play and enjoyment of the round.
- Refurbished golf course signage. Working on the split rail and installed more on #3.
- Working on hardball and softball fields to prepare for the season. The City gives a certain amount of nitrogen and fertilizer, but it is not enough, so they're working with one of the vendors to come up with a plan for that.
- Cleaned and rearranged shop at the MRC. Grinding and sharpening all the cutting reels in the deck units. All maintenance is being run through the maintenance grinder. All equipment is ready to go when we open.
- Tomorrow cleanup with greens mower and start the process again, but not going down into the crowns. He is watering every day, greens first. He said the watering system is about 85-90%, but there are still a few frozen valves. He said it is such a dry season, and will take a lot to rehydrate at the course and at the MRC.
- Councilor Dominguez asked what is the plan to deal with the dry season which we are expecting.

Mr. Allen said the allotment of water is sufficient for our needs. He said they coordinate the fertilizer plan with when they can water. During June-August, looking to go to fertigation which is safer and easier to do and doesn't burn grass

- Councilor Dominguez said then the effluent allocation is sufficient and Mr. Allen said yes. He said they will be water-wise. He would rather it be semi-dry than soggy.
- As soon as the system is up and running they are adjusting each sprinkler just on the course so it is only on the turf and not on the cart path and the road.

- Chair Bonal said then we are okay in terms of a drought, and Mr. Allen said yes, noting there are times when there are problems with the pumps at wastewater, but we are okay on our side.
- Mr. Lopez said some of the tee boxes are very bad, and asked if those greens will come back.

Mr. Allen said yes, noting they haven't put all the tee markers back. He said as soon as we get higher night time temperatures, they will start watering those at night. They will be aerifying tees and redressing. He said the greens are nice. He is supplementing the irrigation with the water truck, and watering tees with water truck as well.

- Watering in the day and not at night because it could freeze and damage the greens.
- Ms. Boggio-Montgomery asked what kinds of fish they are putting in the ponds.
- Mr. Allen said they are putting no fish in the ponds, although there are gold fish and carp. He said the carp are the original fish put in the lakes, and some are 2-3 feet long. He talked with Game & Fish about buying some fish to restock the lakes, but it was too expensive, although the ponds would have accepted them. He said the Gambusia carp will keep the ponds clean.
- Repairing valves and heads, and minor stuff from the winter.
- Mr. Allen said the course in good shape and should be for summer. We have a heavy tournament schedule for the summer, and he sees no problems.
- Mr. Lopez asked what is the policy on dogs on the course.

Mr. Ross said the same as for any other park, they are allowed if they are on a leash.

Mr. Lopez said people should clean up after their dogs.

Mr. Nettles said there are only two dogs that come out with their owners, and they clean up after their dogs.

Mr. Allen said we have coyotes as well.

C. MARKETING (ADVERTISING UPDATES)

A copy of "Marketing & Promotion Summary," dated March 10, 2011, prepared by Elevate Media, is incorporated herewith to these minutes as Exhibit "4."

Clarissa Lovato reviewed Exhibit "4." Please see Exhibit "4" for specifics of this presentation.

Responding to the Chair, Ms. Lovato said there is constant contact on Eblast. She said they are mounting two video screens, one at the pro shop and one on the back 9 to advertise specials and promotions, and other things that are being done.

Responding to Ms. Lindell, Ms. Lovato said this is for people who want to see the headlines in The New Mexican on a daily basis, so this is a list of people who give their email address. She said it is a general overview of headlines from the different sections which comes by email every day.

Mr. Lujan said this is two ways to hit the public – via email as well as an ad in the hard copy of the newspaper.

Ms. Lovato said in the peak season, we have sponsored the sports page on the web site itself with Banner Advertising. She said we are looking at sponsoring a weather page, and in the redesign of the website, we are including a weather button and we will be experimenting with text messaging at the New Mexican site as well.

Mr. Sanchez asked about the bus wraps.

Ms. Lovato said the bus wrap is continuous, and we have a new one beginning now.

Mr. Lujan said we have marketing in lots of places and we now are looking at Facebook, Twitter and refreshing a lot of what was already out there. He said once they get the website redesigned, they will bring it to the Committee so you can see what they are doing.

Responding to the Chair, Ms. Lovato said they are doing what they can, but State Tourism cut matching funds. She will be meeting with Keith Toler about any cooperative advertising that we can do with them, noting there is some cooperative advertising which goes on their eblast which goes out nationwide.

Mr. Bonal said we should put our golf material in the packets that the CVB sends out for conventions.

Ms. Lovato said that information has been provided and can be included.

Ms. Lovato said we also have the Concierge program with a map, and pictures of the golf course.

Chair Bonal asked what we need to do to get them more involved.

Mr. Lujan suggested meeting with them and get them more involved.

Ms. Lovato said in the past we have sent them certificates for local restaurants, as well as to play golf.

Chair Bonal said perhaps we should do reciprocal advertising at our respective websites, with links, noting this wouldn't cost anything.

Mr. Lujan said as part of the advertising package this year, we sold pre-packaged rounds to hotels, and linked them to our website, depending on the cost, commenting currently the Courtyard, Bishop's Lodge and Holiday Inn are participating in this program.

Responding to Ms. Boggio-Montgomery, Ms. Lovato said perhaps we could have a function in the morning, invite the concierges out and give them a tour of the facility.

Ms. Shaya said she likes getting the emails every day.

Mr. Lopez asked about the Legislative bill on Golf/Tourism/Registration.

Chair Bonal said it was passed today in the Senate with one negative vote and is now in the House. He said it is similar to what we did for the 400th, and they will use the funds from sales of plates to promote golf in New Mexico. He said he will talk with the sponsor and look at the criteria to see if we would be eligible to participate.

Ms. Lindell asked about the golf swap.

Mr. Lujan said it will be held on April 9th, here at Marty Sanchez in the patio, with the restaurant as backup. He said people are excited about it. He said we will get information to the public via eblast and advertising in the newspaper.

Ms. Lindell said she understands the proceeds of the golf swap will be used to fund some of the youth programs.

Mr. Lujan said yes, they are looking to put funds into Fore Kids Golf. He said they are looking at holding a race in the community with a portion of the revenues going to youth golf. He noted funding is down in this area, and we need to keep our youth coming to Marty Sanchez to play golf.

Chair Bonal suggested that we consider using the driving range or the fairway for small outdoor events during the summer – 500 to 1,000 people – noting that we did have problems with the event last summer, but those can be resolved.

Mr. Lujan said he learned a lot last year, especially with shared City/County responsibilities. He said there have been several events at the Club including the Halloween Hayride and Rick Trevino on July 4th. He said improvements have been made to the parking and the overflow can park in back which will address one of the problems we had with the events last year.

Mr. Lopez said the ballparks would be a good venue, and they have lights.

Chair Bonal said that probably wouldn't work in the summer because all of the leagues are playing at night during the summer. He said we probably could take one field for one night. He said he will meet with Mr. Lujan to discuss the possibilities.

D. PRO SHOP (2011 TOURNAMENT CALENDAR UPDATES)

A copy of "The Marty Sanchez Links de Santa Fe Calendar of Events 2011 [as of 02/16/11] is incorporated herewith to these minutes as Exhibit "5."

Ross Nettles reviewed the proposed Calendar. Please see Exhibit "5" for specifics of this presentation.

Mr. Lopez noted there are two shotguns on May 20th.

Mr. Nettles said this is correct, but they are small, it is what they wanted and they are willing to pay for it..

Mr. Lujan said the Mayor's Cup is another important tournament.

Chair Bonal said it is a great event that was continued.

Mr. Sanchez asked if there have been any complaints about the green fees increase.

Mr. Nettles said only one person asked about it and he wasn't upset. He said smaller, more frequent increases are better than large increases, commenting that this is a good time of the year to increase fees.

Ms. Boggio-Montgomery asked when we are holding the tournament honoring Joe Maestas.

Mr. Lujan said that is April 16th. He is preparing a memorandum for the Chairman to sign to send out. He said Councilor Dominguez will present the plaque.

Mr. Sanchez said we need to change the name of the tournament to the First Annual Joe Maestas Memorial Golf Tournament.

7. OLD BUSINESS

There was no old business.

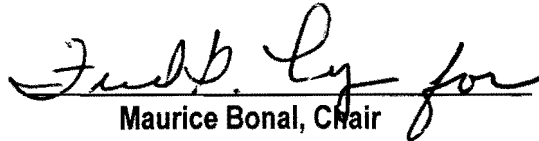
8. MATTERS FROM THE COMMITTEE

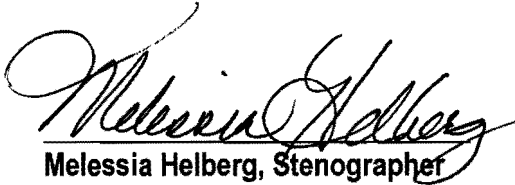
Mr. Lopez said he spoke with Mr. Lujan about the coffee shop revenues, noting he reviewed the contract. He would like the coffee shop to present a balance sheet and income statement at the next Committee meeting. He wants to be sure we are collecting revenue as agreed. He said they are doing a great job with the coffee shop.

Chair Bonal agreed that they are doing a good job, and said he has had no complaints about this contractor.

9. ADJOURNMENT

There was no further business to come before the Committee, and the meeting was adjourned at approximately 4:15 p.m.


Maurice Bonal, Chair


Melessia Helberg, Stenographer