



# Agenda

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## PARKS DIVISION

### MARTY SANCHEZ LINKS DE SANTA FE ADVISORY COMMITTEE MEETING

*THURSDAY June 16, 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

**May 12, 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)
  - Back 9 Grill – (Restaurant updates)
  - Pro-Shop – (2011 Tournament calendar updates)
7. Matters from the Committee
8. Adjournment

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MARTY SANCHEZ LINKS DE SANTA FE ADVISORY COMMITTEE  
June 16, 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  
June 16, 2011**

**1. CALL TO ORDER**

A regular meeting of the Marty Sanchez Links de Santa Fe Advisory Committee was called to order on Thursday, June 16, 2011, at approximately 3:00 p.m., by Maurice Bonal, Chair, at the Administration Building, Marty Sanchez Links de Santa Fe.

**2. ROLL CALL**

**MEMBERS PRESENT:**

Maurice Bonal, Chair  
John Gabaldon  
Fred Lopez  
Al Jahner  
Signe Lindell  
Jake "Coach" Martinez  
Lee Sanchez  
Tila Shaya  
[Vacancy]

**MEMBERS EXCUSED:**

Ned Siegel  
Karleen Boggio-Montgomery  
Councilor Carmichael Dominguez

**STAFF/OTHERS PRESENT:**

Martin Lujan, Director  
Jennifer Richardson, Administration  
John Allen, Golf Course Superintendent  
Ross Nettles, Golf Pro  
Elizabeth Martin [for Melessia Helberg, Stenographer]

There was a quorum of the membership in attendance

### **3. APPROVAL OF AGENDA**

**MOTION:** Fred Lopez moved, seconded by Signe Lindell, to approve the agenda as published.

**VOTE:** The motion was approved on a voice vote [Absent for the vote: Al Jahner].

### **4. APPROVAL OF MINUTES – May 12, 2011.**

**MOTION:** John Gabaldon moved, seconded by Lee Sanchez, to approve the minutes of the meeting of June 16, 2011, as submitted.

**VOTE:** The motion was approved on a voice vote [Absent for the vote: Al Jahner].

### **5. COMMENTS FROM THE CHAIRMAN (MAURICE BONAL)**

Chair Bonal said he played the course on Sunday and yesterday and it is looking much better. He complimented the grounds staff for their work, and said #18 looked good, especially around the tee box.

Lee Sanchez said #4 looks much better.

Chair Bonal said the Pro Am is coming up on July 8<sup>th</sup> and the tournament on the 9<sup>th</sup>. He encouraged the Board to participate and to get their friends to participate as well.

Mr. Nettles said 15 pros have signed up so far, noting there were 19 last year.

Mr. Nettles said the Mayor's Cup will be a good event, noting there is an energetic field of players.

Mr. Lujan said he is working on getting financial contributions to increase the purse, noting his goal is \$3,000. He said the City Manager is working to get the CVB to help us to get people from outside the course to play. He said there are funds in the budget, but he prefers to get contributions, and not use the budgeted funds.

*Al Jahner arrived at the meeting*

Chair Bonal said he will no longer be serving as Chair of this Board after this year, commenting he believes 20 years is long enough to serve as Chair, and believes it is time for someone else to take over the Committee. He said 7 of the original Board members are still serving. He said he just spent 3 years working on the 400<sup>th</sup> Anniversary, which took a lot of his time and energy. He said he will speak to the Mayor and Council and let them know.

Responding to Fred Lopez, Chair Bonal said he doesn't know whether he will continue to serve on the Board after this year.

Chair Bonal thanked everyone on the Board for the great job they have done and for their hard work to make the golf course successful. He said he has seen this property go from just raw land to the present golf course and the MRC, and spoke about the history of its development.

Responding to John Gabaldon, Mr. Lujan said the reorganization has been submitted, and he is waiting for word from downtown.

## **6. STAFF REPORTS**

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

A copy of "Marty Sanchez Links de Santa Fe Golf Summary," dated May June 16, 2011, is incorporated herewith to these minutes as Exhibit "1."

A copy of the Registration for the Fore Kids 13<sup>th</sup> Annual Golf Tournament is incorporated herewith to these minutes as Exhibit "2."

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

Mr. Lujan said it has been a challenge to get things done this year because of the wind and "mother nature," noting the USGA kicked off the season, and the wind has kept it from being really good golfing weather. He said the news coverage for the USGA was great and we good comments from Face Book.

Mr. Lujan said they have been experiencing staff shortages in the grounds area, and thanked the staff for stepping up and meeting the challenges. He said they have done a lot of work and we still have a lot of work before us.

Mr. Lujan said the Fore Kids tournament is scheduled for August 26<sup>th</sup>. He is seeking sponsors for this tournament, noting the proceeds go for scholarships to kids to play golf here, or go to the GCCC, as well as to fund some of the soccer costs. He said the goal is for 100 golfers. He urged the Committee to help with this effort and to participate in the tournament.

Mr. Lujan asked for suggestions to help the golf course, such as last year's Wednesday early afternoon rate and the Golf Swap. He said they are looking at a Sunset Tee rate to capture the afternoon golfers and maximize the use of the course.

Mr. Lujan said there are two weeks remaining in the fiscal year, and much of the budget is frozen for now.

Mr. Lujan reviewed the information in Exhibit "1." Please see Exhibit "1" for specifics of this presentation.

Mr. Lujan said the bottom line is that the golf course is holding its own, noting they have been working at the MRC to increase play, and the many activities coming up this weekend. He thanked everyone for their hard work, years of dedication and for their support of staff's efforts.

Mr. Jahner asked if we are having problems with the condition of the soccer fields in terms of "bumps and humps" and such.

Mr. Lujan said there are some areas where we have lost grass and where we have pockets of grass. He said they have been aggressive in working on the fields, and have sodded all of the goal areas. He said there have been some complaints that the soccer fields have holes, which is of concern to staff. He said Mr. Allen and crew have been working on those. He said this is a challenge we will be facing, but the fields look better now, although they are still a little dry.

Mr. Jahner said a friend told him that a number of kids had twisted ankles because of the condition of the field, although he takes that with a "grain of salt," and he was posing the question for his own information.

Mr. Martin said they are rotating the fields this year while they work on them.

Chair Bonal asked if there are problems with gophers, and Mr. Allen said no.

Mr. Allen said they have been lifting some valve boxes which have sunk so they are up to grade, probably two dozen.

## **B. SUPERINTENDENT (GOLF COURSE CONDITIONS UPDATE)**

Mr. Allen reported as follows:

- They have been busy cutting and grooming the course with emphasis on the trees, the landscaping and some of the transition areas to make them presentable at all times.
- There have been issues with staff shortages, and they are trying to keep up.
- The greens have started to take on a good growth cycle now that there are warmer temperatures at night and some of the bare spots are starting to fill in.
- They have been seeding some of the smaller bare spots and places they feel can recover just from seeding. He said there are places where replacement sod will be needed, but we have our own sod here and can take care of that. He said there is a big area on the putting green that needs work. He said #6 has a fairly big spot and they will be sodding that area, hopefully pretty soon.
- The fescue seed is on order. He said the fescue comes up first and protects the other seedlings in the bed grass. He said some of the spots are beyond this kind of repair and he will be addressing it by replacing the sod.
- Mr. Allen said the spots on the fairway have been seeded, and those are starting to come back, and he believes those areas will heal fairly quickly.
- They are addressing the irrigation issues, noting the wind and heat made that difficult. He said the fairways overall look better. He noted he has had volunteers helping to water the dry spots, and feels things will be back to 100% by the end of the year.
- They purchased a sprayer, and have sprayed the fairway for dandelions and broad leaf. He said they have gotten rid of the dandelions.

Mr. Lujan said you can't spray in high wind, and May was very windy, and they were spraying when they could, and it took more time to get it done. He said now that we have a sprayer, next year we can do pre-emergent spraying which should help a lot.

- They will be injecting liquid fertilizer into the irrigation down in the pump-house which we haven't been able to do for a while and should really help the course a lot. He said he needs one more fitting and they will move forward with the normal watering. He said hopefully it will come in a truck next time and they can pump it into the containers inside.
- Mr. Allen said overall the course is in fairly good condition with a few hot spots which they are addressing as much as possible. He said two of the marshals have signed up to do some hand watering with hoses on the greens.

Mr. Sanchez asked about the oil on #14.

Mr. Allen said they are working on it, noting they fixed the mower that leaked the oil.

### **C. MARKETING (ADVERTISING UPDATES)**

A copy of "Marketing & Promotion Summary," dated May June 16, 2011, prepared by Elevate Media, is incorporated herewith to these minutes as Exhibit "3."

Clarissa Lovato, Elevate Media, reviewed the information from Exhibit "3" Please see Exhibit "3" for specifics of this presentation.

*The Board commented and asked questions as follows:*

- Mr. Sanchez asked if the Sunset rate also includes the carts.

Ms. Lovato said it does.

*Chair Bonal departed the meeting and Al Jahner assumed the duties of the Chair*

- Mr. Lopez asked if there is a way to tell how many of those hitting the website actually came out to play golf.

Ms. Lovato said they could set up a survey at the website to get this information.

Ms. Lovato said they may have to look at a micro site in the future for iphones.



**D. BACK 9 GRILL (RESTAURANT UPDATES)**

Jennifer Richardson said no one will be here today from the Back 9 Grill.

**E. PRO SHOP (2011 TOURNAMENT CALENDAR UPDATES)**

A copy of the *Marty Sanchez Links de Santa Fe Calendar of Events 2011* (as of 6/16/11), is incorporated as Exhibit "4"

A copy of the invitation and registration for the *City of Santa Fe Mayor's Cup ProAm & City Open*, July 8-10, 2011, is incorporated herewith to these minutes as Exhibit "5"

Ross Nettles highlighted the information in Exhibit "4" Please see Exhibit "4" for the complete, updated calendar of events.

Mr. Nettles said the USGA was very happy with the condition of the golf course, noting they had plenty of volunteers for the tournament.

Mr. Nettles talked about the upcoming Mayor's Cup ProAm & City Open [Exhibit "5"]. He said he would like to get as many players as possible, and urged the Board to participate.

Mr. Nettles noted that the challenge for the Fore Kids Tournament will be in getting sponsors, so he is working on that as well as getting more players, and again urged the Board and their friends to participate.

Mr. Nettles said Jr. Golf has started, noting there were 30-35 kids in the first session. He noted that tee times begin at 6:30 a.m. starting tomorrow.

Mr. Lopez asked if the USGA will be coming back any time soon.

Mr. Nettles said he believes we are in a good position because of the advantages they see with this course. He said any time they think this course would be a good preparation for the next step, he thinks they will be back.

**8. MATTERS FROM THE COMMITTEE**

Mr. Lopez asked the reason there is no report from the Back 9 Restaurant.

Mr. Lujan said Mr. Gonzales could not be here today, and he didn't provide a report.

Ms. Richardson said Mr. Gonzales told her that the Financial Reports won't be ready until June 30<sup>th</sup>, which is two weeks away.

Acting Chair Jahner asked if this item will be on the July agenda, and Mr. Lujan said yes.

Ms. Lindell said she wasn't able to be at the last meeting. She thanked Martin, Jennifer, Kim and the staff for putting together the Golf Swap. She said they did a great job.

Mr. Nettles noted they raised about \$971.

Ms. Lindell said the event was well run and she really appreciates how the staff managed everything.

Acting Chair Jahner and Fred Lopez, along with the other members of the Committee said they agree with Ms. Lindell and thanked the staff for their hard work on this event.

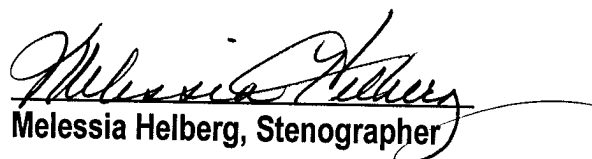
## **9. ADJOURNMENT**

**MOTION:** There was no further business to come before the Committee. Coach Martinez moved, seconded by Lee Sanchez, to adjourn the meeting.

**VOTE:** The motion was approved unanimously on a voice vote, and the meeting was adjourned at approximately 4:15 p.m.

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**Maurice Bonal, Chair**

  
**Melessia Helberg, Stenographer**