



Agenda

DATE 1/2/13 TIME 8:14a  
SERVED BY Jennifer Romero  
RECEIVED BY [Signature]

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

**THURSDAY January 10, 2013**

**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

**November 8, 2012**

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 – (2012 Tournament calendar updates)
  - Back 9 Grill – (Restaurant updates)
7. Matters from the Committee
  - Presentation of “Muchas Gracias” Certificate
  - Nominate Employee for “Muchas Gracias” Certificate
8. Old Business
9. 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.

**Index Summary of Minutes  
Marty Sanchez Links de Santa Fe  
January 10, 2013**

| <b><u>INDEX</u></b>  | <b><u>ACTION TAKEN</u></b>  | <b><u>PAGE(S)</u></b> |
|--|---|-----------------------|
| Cover Page   |   | 1                     |
| Call to Order  | The Chair called the meeting to order at 3:00 pm  | 2                     |
| Roll Call  | By verbal roll call, a quorum did not exist.  | 2                     |
| Approval of Agenda<br>No Changes   |   | 2                     |
| Approval of Minutes<br>November 8, 2012  | Deferred to next meeting, no quorum.  | 2                     |
| Comments from the Chair  | Informational   | 2-3                   |
| Staff Reports<br>Pro Shop<br>Superintendent Report<br>Marketing<br>Back 9 Grill<br>Administration                                    | Informational   | 3-6                   |
| Matters from the Committee<br>Presentation of "Muchas Gracias" Certificate<br><br>Nominate Employee for "Muchas Gracias" Certificate | Jennifer to present certificate to honoree.<br><br>No nominations for the month of January.                               | 6                     |
| Old Business   | None  | 6                     |
| Signature Page and Adjournment   | <i>There being no further business to come before the Marty Sanchez Links Committee, meeting was adjourned at 4:00 pm</i> | 6                     |

**MARTY SANCHEZ LINKS DE SANTA FE**  
**ADVISORY COMMITTEE MEETING**  
Thursday – January 10, 2013  
**MARTY SANCHEZ LINKS DE SANTA FE – ADMINISTRATION BUILDING**  
3:00 P.M. – 4:00 P.M.

**1. Call to Order**

The meeting was called to order by the Chair, Maurice Bonal at 3:00 pm, a quorum was not declared by roll call.

**2. Roll Call**

**Present:**

Maurice Bonal, Chair  
Signe Lindell  
Karleen Boggio-Montgomery  
John Gabaldon  
Tila Shaya

**Not Present:**

Fred Lopez, Excused  
Lee Sanchez, Excused  
Jake “Coach” Martinez  
Al Jahner, Excused  
Ned Siegel

**Others Present:**

Jennifer Romero, Administration  
John Allen, Golf Course Superintendent  
Ross Nettles, Golf Pro  
Clarissa Lovato, Marketing – elevate Media  
Fran Lucero, Stenographer

**3. Approval of Agenda**  
**No Changes.**

**4. Approval of previous minutes**

**November 8, 2012**  
**No action taken.**

**5. Comments from Chairman – Maurice Bonal**

Staff contacted Chair Bonal to create a letter to the City Manager with a recap of what action has been taken by the committee and why. The major reason for the increase request was due to construction, what is happening to this facility to include roads and future construction and piggy back with the economy status. That is primarily why the committee took action as described in the reviewed letter and asked the City Manager to support the actions taken by this committee.

Mr. Gabaldon asked Jennifer what type of reaction has been received. Jennifer responded that so far so good. Jennifer provided additional information on the rate increase request and set the timeline for decision in order to start work for the spring. The Chair said that he too has had unofficial discussions with the City Manager to ask that he be open and supportive to the proposed request.

## **6. Staff Reports**

- **Administration – (Revenue and golf rounds summary, Admin. updates)**  
**Jennifer advised that this report today reflects only November and next month will reflect December, 2012 and January, 2013.**

Exhibit A: Golf Cart Revenue: November, 2012 - \$15,492, over last FY by \$5,498, PRO Shop Revenue: \$9,335 under by \$879, Driving Range Revenue: \$2,884 under by \$549, Golf Tournament Revenue did not change, Rounds of Golf: \$2,090, over by 657 and Green Fees Revenue: \$36,054 is over by \$9000.

The synthetic turf has started the installation in the driving range and once that is complete it will be able to be promoted. In the month of December the course was closed for 21 days. Back 9 Grill does stay open per their contract and Links continues to promote them through the website.

In the month of February the sub-committee will need to nominate for the Rock Memorial. Ms. Montgomery said it would be nice to have this promoted and accept candidates. Staff will send out an e-blast and issue a press release.

Future meeting should be scheduled to discuss process during Jennifer's absence. It might be best to wait until June for the next Rock meeting after February. Jennifer said that at this point in time with a dual role she is able to multi-task with the support of staff.

Ms. Montgomery expressed compliments to the staff and the coffee shop for the holiday set up and the donation drive. Jennifer stated that CYFD has already sent a thank you letter for the donations and read the letter to the committee.

The Chair did ask Jennifer to keep him and the committee members up to date on the response from the City Manager on the rate increase request.

Jennifer is preparing the budget and will have a draft prior to her time off from work.

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

Mr. Allen provided updates on the golf course conditions.

The crew has been busy pruning trees around the gold course. We have also been working on servicing the equipment and painting the tee markers. Most of the wooden signage has been re-painted and or re-stained. The greens have been treated with fungicide. We will have to re-treat the greens around the 17<sup>th</sup> of February. The seeding project on the range has been completed and we have completed part of the artificial turn installation. Synlawn should complete their part within a few days weather permitting.

Overall the course is in good condition; however we did sustain some damage to the transition areas between the cart path and the fairways from cart traffic. We will be ordering more seed to repair these areas in the spring and these areas will be roped off to protect the re-seeding. This will occur as soon as the ground thaws enough to drill seed.

- **Marketing – (Advertising updates)**

Volume Discount Card: 0 sold through Nov-Dec. 2012 - \$0 in prepaid revenue. Players Pass Card: 6 sold through Nov-Dec 2012 generating \$750 in prepaid revenue. Web Stats: 480 visitors in December, 360 unique visitors (66% new/unique visitors & 33% return visitors.), 1,693 page views, and average visit time: 1:34.

Highlights: January/February promotion golf fitness “Winter Workshops” promoting strength and form exercises during off season.

Prepping for the upcoming season, bringing golfers in for series of winter workshops. Sent out an e-blast to the data base on Monday telling the golfers to save the date with the first class on the 26<sup>th</sup>. We will continue to provide them information on the instructors who are from Abs Evolve Fitness - Iris Romero and AB Montoya. They will do a series of 5; the first one will be an overall – what is golf fitness and they will do an assessment and fitness level which will give you a baseline of where you are starting from. An additional e-mail blast will come out on the 21<sup>st</sup>.

The Players Pass Volume Discount Cards recap report was also provided for review.

Recap of January promotions: City of Santa Fe bus wrap promotion MSL, 2013 Santa Fe Visitors Guide Ad placement, ongoing social media posting and Back 9 Grill Video Screen.

The Chair asked in light of the 30% reduction what do you all plan to do to be more specific and more targeted.

Response is that they will continue with the database and prep to get the new rate structure when it comes out, continuing with radio advertising

which helps with general advertising as well as bonus advertising for any of the tournaments that we need help with. We are also promoting on their website, [santafe.com](http://santafe.com), which is an all inclusive website for events and happenings and recreational activity. We are continuing to do the on-line e-mail web banner ads through the Santa Fe New Mexican and those are actual subscribers who are interested in receiving outside advertising information so we are keeping them informed. We did have to cut back on out of area/regional advertising. We did go back in to the Santa Fe Visitors Guide this year and we did get additional editorial and photograph coverage throughout the guide this year. We have submitted a lot of our new photography that we got done this past year and that will be the extension of our visitor promotion of golf rates. We will continue to partner with the hotels during the warmer months to create any promotional opportunities via the website to get sponsorship. The Chair asked about the Concierges. It was confirmed that she is still in contact with the concierges and working to implement the program to show appreciation for their referrals.

Q: How do we collect new e-mail addresses?

A: We have not had any new focus advertising, what we try to do is offer incentives when we do the web banner ads via the Santa Fe New Mexican as that is our only new venue or outlet at this point in time and we link it to our sign up page.

Ms. Lindell reaffirmed that the more e-mails that we have the larger the population that receives the e-blasts on any specials that we have. What kind of money do we spend with Hutton Broadcasting?

A: This past year we invested close to \$10,000 for radio advertising across the board as well as their on-line opportunities and we did the web banner ads with them. Jennifer added that this budget has been cut. It was noted that they have not done any print advertising for a while now due to the cost and concentrating on social media. A report will be brought to the next meeting on what the amount of e-mail addresses are in the data base.

The Chair asked if we have any exposure at the Genoveva Center or the Library. We do not. We have a strong senior following that are part of the data base and we continue to reach out to the younger population. That chair recommended that we consider doing a poster in many of the public locations that will attract not only the senior by the younger population.

The committee members also offered to be guest speakers at any organizations that might want to hear about the services of MSL. Thank you to Clarissa for her hard work.

- **Pro-Shop – (2013 Tournament calendar updates)**

Distributed the Calendar of Events for 2013

New Mexico Seniors are schedule for May 28<sup>th</sup> and the Northern New Mexico Seniors are schedule for June 5<sup>th</sup>. This might be a good time to get their e-mail addresses. The Men's Club has a couple of tournaments this year; they have a new President who wants to get his men out to play. With the weather being as cold as it is, it may be February before we can entice players to come out. New merchandise will come out in March and April. We won't have demo days until May. Ross will work with Clarissa on potential classes as there have been class changes at the Santa Fe Community College.

Jennifer will provide information to the Committee members as she learns more about a proposed shooting range. There is a petition in the Pro – Shop. The property manager from the City advised Jennifer about the SFPD needing a shooting range as they cannot be out at the Airport. They are looking at other options as well, nothing has been decided.

- **Back 9 Grill – (Restaurant updates)**

Not Present. Mario did attend the staff meeting.

**7. Matters from the Committee**

- **Presentation of “Muchas Gracias” Certificate – certificate will be presented on behalf of the committee as recipient could not attend.**
- **Nominate Employee for “Muchas Gracias” Certificate**  
**No nominees this month.**

**8. Old Business**

**9. Adjournment**

There being no further business to come before the Marty Sanchez Links committee, the meeting was adjourned at 4:00 pm.

*Signature Page:*

  
**Maurice Bonal, Chair**

  
**Fran Lucero, Stenographer**