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MARTY SANCHEZ LINKS DE SANTA FE  
ADVISORY COMMITTEE**

October 17, 2013

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|             | • Request support of pesticide application variance   | 9              |
|             | • Request to change monthly meeting date to 3 <sup>rd</sup> week of each month                  |                |
|             | Approved  | 10             |
| 11.         | ADJOURNMENT   | 10             |
|             | Adjourned @ 5:00 p.m.   | 10             |

**MINUTES OF THE**  
**MARTY SANCHEZ LINKS DE SANTA FE**  
**ADVISORY COMMITTEE MEETING**

**October 17, 2013**

**1. CALL TO ORDER**

A regular meeting of the Marty Sanchez Links de Santa Fe Advisory Committee was called to order by Maurice Bonal, Chair at 3:05 p.m. on this date at the Marty Sanchez Links de Santa Fe, Administration Building, Santa Fe.

**2. ROLL CALL**

Roll call indicated a quorum was present for conducting official business as follows:

**MEMBERS PRESENT:**

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

**MEMBERS ABSENT:**

Jake "Coach" Martinez, excused  
Tila Shaya, excused

**STAFF PRESENT:**

Jennifer Romero, MRC Administrator

**OTHERS PRESENT:**

Alo Brodsky, Pro Shop  
Jo Ann G. Valdez, Stenographer

**3. APPROVAL OF AGENDA**

**Mr. Gabaldon moved to approve the Agenda as published. Mr. Jahner seconded the motion. The motion passed unanimously by voice vote.**

**4. APPROVAL OF MINUTES:**

- **Meeting of July 11, 2013**

**Ms. Lindell moved to approve the Minutes of the July 11, 2013 meeting as submitted. Mr. Gabaldon seconded the motion. The motion passed unanimously by voice vote.**

**5. COMMENTS FROM CHAIRMAN – MAURICE BONAL**

Chair Bonal did not have any comments.

**6. PRESENTATION OF “MUCHAS GRACIAS’ CERTIFICATE TO VERONICA FRANCISCO, PARKS MAINTENANCE WORKER**

The “Muchas Gracias” Certificate was presented to Veronica Francisco. Ms. Romero said Ms. Francisco has been a Parks Maintenance Worker for several seasons, and she is a great worker. Ms. Francisco was acknowledged for the great job that she is doing.

Ms. Francisco thanked the Board for recognizing her.

Ms. Romero noted that Ned Siegel personally provides the stipend (\$50) for the Employee of the Month. The Committee thanked Mr. Siegel for doing this.

**7. STAFF REPORTS**

- **Administration – (Revenue and golf rounds summary for July - September; Admin. updates)**

A copy of the *Marty Sanchez Links de Santa Fe Golf Summary* dated October 17, 2013 is incorporated herewith to these Minutes as Exhibit “A”.

Ms. Romero reviewed the information from Exhibit “A”. Please see Exhibit “A” for the specifics of this presentation.

Ms. Romero reported as follows:

- A comparison report was done from March 2012 to September 2013 so the Committee can see the comparisons.
- Total rounds in golf for the month of September were 4,083, which is down by 107 rounds when compared to the prior year. There is a 4% decrease in the total number of rounds when compared to the 2011/2012 year.
- The total green fees revenue to September is \$60,201, which is down by \$16,237 (a 13% decrease) for the month of September, when compared to the prior year.
- Golf cart revenue for the month of September was \$40,211, which is an increase of \$2,570 (a 9% increase) when compared to the prior year.
- The Pro-Shop revenue for the month of September was \$21,119, which is a decrease of 3,170 (a 19% decrease), when compared to the prior year.
- The driving range revenue for the month of September was \$6,889, which is a decrease of 385, when compared to the prior year. Ms. Romero said they worked on the driving range in the month of September for two days in the mornings to address some reseeding that needed to take place.
- Golf tournament revenue for the month of September was \$4,855, which is an increase of \$421 (a 60% decrease), when compared to the prior year. There were two golf tournaments in the month of September.

Ms. Lindell asked how the rain check rounds are determined.

Ms. Romero said if a golfer comes in and pays for a round and there is rain or bad weather, a rain check is issued. Therefore, the rain check amounts are taken out because they are paid initially.

Ms. Lindell referred to No. 20 listed in the *Net Detail Sales by Item* noting that there should not be an amount there – the value should be zeroed out.

Mr. Brodsky said it is confusing to him why there is a value on the Jonas system.

Ms. Lindell agreed that there is a problem here.

Chair Bonal said it looks like there is a double entry somewhere.

Ms. Romero offered to find out more information about this because the value should be backed out.

Mr. Lopez said it is probably a small glitch in the system. He said the big picture here is when you look at September of 2012 total revenues of \$76,438.45, compared to the total revenue of \$60,217.07 in September of 2013. This is a loss of \$16,000 in just one month.

Mr. Lopez said this is why Ross Nettles prepared the summary report. He requested that this report be included as part of the record with the Minutes. (This is incorporated to these Minutes as Exhibit "E"). This explains the loss in revenue from FY2012 to FY2013.

Ms. Romero mentioned that she shared this information with Ben and Isaac and they have shared it with the City Manager. She said in looking at their budget, they have never met their projected amount, and they are aware of this as well. She said as they prepare for next fiscal year's budget that they submit in March, she asked if they should look at reducing the revenue projections and she was advised to leave it as is. She noted that they also had a discussion about changing the rate structure and how this would affect them. They will start the budget preparations sometime in February 2014.

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

A copy of the *Superintendent's Report* dated October 17, 2013, prepared by John Allen, Superintendent is incorporated herewith to these Minutes as Exhibit "B".

Ms. Romero reviewed the information from Exhibit "B". Please see Exhibit "B" for the specifics of this presentation.

The crew has been busy working on the following projects:

- They performed the last cuts for the season on greens, tees and fairways.
- Seeding in all areas that were worn by carts and irrigation issues was done.

- The weak spots on the greens were reseeded as well.
- The seeded areas were watered.
- Sod and plugs were installed on the practice green at the back of the range.
- The Parks crew filled holes on the range and seeded big areas on the range.
- The golf course irrigation is being prepared for winterization. The deadline to finish this is November 1<sup>st</sup>.
- They are addressing the gopher issues with a carbon monoxide machine and traps.
- Overall, the course has come a long way this season. The greens are 98% disease free and growing at a healthy rate. The tee boxes have been drilled, seeded and are growing in thicker and healthier. By the end of next season, the course should be better in those areas and should be just a maintenance issue for most of the season.

Ms. Romero added that they are looking at fixing up the bonkers and making sure that staff has what they need to address the irrigation issues.

- **Marketing – (Advertising updates)**

[Copies of the *Marketing and Promotion Summary* for the months of July-October were distributed. A copy is incorporated herewith to these Minutes as Exhibit “C”.]

Ms. Romero presented the information from Exhibit “C” and reviewed the 2013 Marketing Implementation for the months of July through October. Please see Exhibit “C” for the specifics of this presentation.

Copies of the advertisements were available for review.

Chair Bonal asked what the difference has been with not having a marketing agency.

Ms. Romero said Marty Sanchez used to pay \$25,000 to Elevate Media for management fees. She said they are saving approximately \$40,000 by doing the advertising in-house.

- **Pro-Shop – (2013 Tournament calendar updates, Mayor’s Cup, Fore Kids)**

A copy of *Net Detail sales by Item, Golf Shop through September 30, 2013, All Days*, is incorporated herewith to these Minutes as Exhibit “D”.

Mr. Brodsky reviewed the information from Exhibit ‘D’. Please see Exhibit “D” for the specifics of this presentation.

Mr. Brodsky said in terms of tournaments, they are winding down the year. He noted that there was a big tournament in September for Halliburton New Mexico Oil and Gas, which is a big revenue producer. He said the Men’s Golf Association was much better this year. He noted that both the Men’s and Ladies’ Golf Associations showed a lot of growth and enthusiasm. He mentioned that the second to last Men’s Golf Tournament will be held on October 26<sup>th</sup> and they want to do a tournament in November.

Chair Bonal said for next year’s Mayor Cup, they should consider playing one day at the Country Club and one day here, to have more involvement.

Mr. Brodsky said that is a good idea. He asked if they should change the name back to “*The Santa Fe City Golf Championship*”. There was consensus to change the name back.

Ms. Boggio-Montgomery asked about the Fore Kids tournament.

Mr. Brodsky said they made \$8,025 this year and it is also beneficial to the kids.

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

Ms. Romero noted that there were no representatives from Back 9 Grill present today. She mentioned that their contract will expire on December 31<sup>st</sup> and a Request for Proposal has gone out. A member of the Committee will participate in the review of the proposals.

Mr. Lopez said in reading the minutes, he saw that Mario was given a deadline of March 31, 2013 to submit the financials, as required. He asked if they have submitted these. Ms. Romero said no.

## **8. MATTERS FROM THE COMMITTEE**

- **Nominate Employee for “Muchas Gracias” Certificate**

Ms. Romero asked if the Committee had anybody in mind to nominate for the “Muchas Gracias” certificate.

There was consensus to wait to nominate an employee for the Muchas gracias Certificate.

## **9. OLD BUSINESS**

- **March-June 2013 Revenue/Rounds Review- Ross’ summary report**

Ms. Romero said a question was raised at the last meeting in regards to revenue and rounds, and why they are down. Ms. Romero met with Ms. Lindell, Mr. Nettles and Mr. Lopez to discuss this and compare the numbers. Mr. Nettles prepared a summary report regarding his analysis of the rounds/revenue for this fiscal year and to date – to September 2013. Please see Exhibit “E” for the specifics of this presentation.

Chair Bonal asked if this report is based on Mr. Nettles’ numbers.

Ms. Romero said the numbers are based on the point of sales from the Jonas system.

Below is the analysis of the rounds/revenue this fiscal year:

|                   | <u>FY12</u>   | <u>FY13</u>   |
|-------------------|---------------|---------------|
| Rounds =          | 14,235        | 14,547        |
| Green Fees =      | \$273,514     | \$229,341     |
| Cart Revenue =    | \$115,529     | \$120,850     |
| Ave. GF w/o cart= | \$19.21/round | \$15.77/round |
| Ave. GF w/cart =  | \$27.33/round | \$24.07/round |



The Average difference for green fee revenue with cart included = \$3.26 per round.

Ms. Lindell asked if the decrease in the fees was seen as a permanent or temporary decrease.

Ms. Romero said it was agreed that this would be a one-year trial period and a decision would be made at that time on whether or not the Committee wants to continue or discontinue the decrease in fees. She said when the Committee decided to do this; the goal was to increase the number of rounds, which did happen.

Mr. Lopez said on the revenue side, they took a big hit.

Mr. Jahner said the bottom line is, what are we going to do about it.

Chair Bonal said his recollection was that the Committee voted on two things: to look at fees and the pace of play. In doing so, the Committee voted unanimously to reduce and approve the rate structure and that was in the face of declining play and declining revenues. He said we increased the play but decreased the revenue.

Mr. Siegel said this tells us that there is an association between rates and play.

Chair Bonal said the question is whether the Committee wants to tweak the rates, or do away with the \$20 rate on Wednesdays, or go back to the afternoon rate.

Mr. Lopez said the cart rentals are fine; they are hurting in terms of the green fees and he would like to see an increase in the Green Fees.

Chair Bonal said yes, but they are up in the number of rounds of play.

The Committee discussed the present rate structure and whether to change it. Chair Bonal suggested that a subcommittee be put together to look at this and make a recommendation to the Committee at the December meeting. However, after discussion, the following the motion was made:

**Mr. Jahner moved to increase the rates (effective March 1, 2014) as follows: A \$2.00 increase for the cart fee; a \$2.00 increase for the other fees (green fees) and a \$1.00 increase for the senior rate fee. Mr. Gabaldon seconded the motion. The motion passed with 1 in opposition.**

- **Review/Nominations for “Friends of Marty Memorial Plaque” request**

Chair Bonal asked if there have been any submittals.

Ms. Romero said they received a submittal for Joe Morgan for the “Friends of Marty Memorial Plaque”. Joe Morgan volunteered to be Marshall from 2001 to 2004. Ms. Romero noted that she received two more submittals.

Ms. Romero asked if the Committee would like to assign this to a subcommittee as they have done before.

Chair Bonal said yes. The subcommittee will review the submittals and make a recommendation to the Board at the next meeting.

- **Pace of Play Report (Karleen Boogio-Montgomery)**

Ms. Montgomery prepared a handout on the survey she did on the pace of play. Please see Exhibit “F” for the specifics of this presentation.

Ms. Lindell would like more time to review this before the Committee discusses this further.

Committee Members discussed solving this through enforcement and education; and looking at the authority of the Marshals. Chair Bonal said the Committee is not ready to act on this.

- **Arrival of New Golf Cart Fleet/Implementation of Cart Fee increase**

Ms. Romero said this was discussed above.

## **10. NEW BUSINESS**

- **Request support of pesticide application variance**

Ms. Romero requested the Committee’s approval to support the pesticide application variance.

**Mr. Lopez moved to support staff’s request to get a pesticide application variance. Ms. Lindell seconded the motion. The motion passed unanimously by voice vote.**

**Net Detail Sales by Item**  
**Golf Shop for Oct 1/13 thru Oct 31/13**  
**All Days**

| No.              | Sales  | Item A                   | vg. Price # | ROUNDS<br>of Sales | REVENUE<br>\$\$\$ Value |
|------------------|--------|--------------------------|-------------|--------------------|-------------------------|
| 3                | 01X040 | SR 18 hole 7-Day         | 13.33       | 831                | 11077.23                |
| 4                | 01X001 | 18 hole 7-Day            | 25.71       | 335                | 8612.85                 |
| 5                | 01X039 | SR 18 - Walk 7-Day       | 19.02       | 323                | 6143.63                 |
| 6                | 01X005 | Afternoon 7-Day          | 20          | 292                | 5840                    |
| 7                | 01X042 | SR PM/9 7-Day            | 10.48       | 515                | 5397.2                  |
| 8                | 01X014 | Great-28 7-Day           | 13.33       | 249                | 3319.17                 |
| 9                | 01X048 | SR PM/9 Walk 7-Day       | 13.33       | 222                | 2959.26                 |
| 10               | 01X021 | Fri-Mon Tournament       | 31.43       | 76                 | 2388.68                 |
| 12               | 01X049 | Great-28 SR Walk 7-Day   | 10.48       | 170                | 1781.6                  |
| 13               | 01X044 | Great-28 SR 7-Day        | 7.62        | 133                | 1013.46                 |
| 14               | 01X011 | 9-hole 7-Day             | 17.14       | 45                 | 771.3                   |
| 15               | 01X003 | 18 hole JR 7-Day         | 11.43       | 24                 | 274.32                  |
| 19               | 01X018 | Great-28 JR 7-Day        | 6.67        | 22                 | 146.74                  |
| 20               | 01X004 | 9 Hole JR 7-Day          | 7.62        | 12                 | 91.44                   |
| 26               | 01X072 | RAIN-CHECK ROUND         | 0           | 60                 | 0                       |
| 27               | 01X074 | FORE KIDS COMP ROUND     | 0           | 52                 | 0                       |
| Total:           |        |                          |             | <b>3361</b>        | <b>49816.88</b>         |
| 10               | LESS   | Fri-Mon Tournament       |             |                    | 2388.68                 |
| 26               | LESS   | RAIN-CHECK ROUND         |             | 60                 | 0                       |
|                  |        | SUB TOTAL                | LESS        | <b>60</b>          | <b>2388.68</b>          |
| 11               | 01X066 | 30-PUNCH PASS GREENS FEE |             | 92                 |                         |
| 17               | 01X065 | 20-PUNCH PASS GREENS FEE |             | 8                  |                         |
| 21               | 01X063 | 5-PUNCH PASS GREENS FEE  |             | 1                  |                         |
|                  |        | SUB TOTAL                |             | <b>101</b>         |                         |
| 16               | 03X002 | 10-ROUND PP PURCHASE     |             |                    | 220                     |
| 18               | 03X001 | 5-ROUND PP PURCHASE      |             |                    | 155                     |
|                  |        | SUB TOTAL                |             |                    | <b>375</b>              |
| ROUNDS & REVENUE |        |                          |             | <b>3402</b>        | <b>47803.20</b>         |
| GRT              |        |                          |             |                    | 2509.59                 |
| TOTAL            |        |                          |             |                    | <b>50312.79</b>         |

- **Request to change monthly meeting date to 3<sup>rd</sup> week of each month**

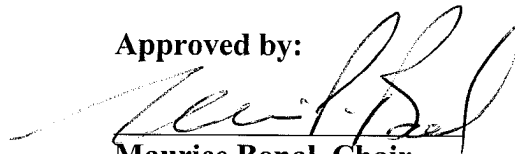
Ms. Romero requested that the Committee consider changing the monthly meeting dates to the third week of each month.

**Mr. Lopez moved to approve changing the monthly meeting dates to the third week of each month. Mr. Jahner seconded the motion. The motion passed unanimously by voice vote.**

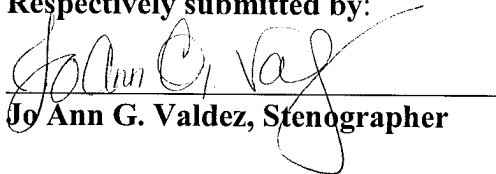
#### **11. ADJOURNMENT**

Having no further business to discuss, the meeting adjourned at 5:00: p.m.

Approved by:

  
Maurice Bonal, Chair

Respectively submitted by:

  
Jo Ann G. Valdez, Stenographer