

Agenda

CITY CLERK'S OFFICE

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

THURSDAY November 8, 2012

**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**

October 11, 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**
 - **Recommendation on Rate Structure by Sub-committee**
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
November 8, 2012**

<u>INDEX</u>	<u>ACTION TAKEN</u>	<u>PAGE(S)</u>
Cover Page		1
Call to Order	The Vice-Chair called the meeting to order at 3:00 pm	2
Roll Call	By verbal roll call, a quorum was declared.	2
Approval of Agenda No Changes	Motion and second to approve the agenda as presented, motion carried by unanimous voice vote.	2
Approval of Minutes October 11, 2012	Motion and second to approve the minutes as presented, motion carried by unanimous voice vote.	2
Muchas Gracias Presentation	Thank you to Alo Brodsky	3
Staff Reports Pro Shop Superintendent Report Marketing Back 9 Grill Administration	Informational	3
Matters from the Committee Presentation of “Muchas Gracias” Certificate Nominate Employee for “Muchas Gracias” Certificate	Covered above. Mr. Sanchez moved to nominate Mr. Larry Apodaca, second by Signe Lindell, motion carried by unanimous voice vote.	3
Old Business Recommendation on Rate Structure by Sub-committee		4
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>	4

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

Thursday – November 8, 2012

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 Acting Chair at 3:00 pm, a quorum was declared by roll call.

2. Roll Call

Present:

Fred Lopez, Acting Chair
Lee Sanchez
Ned Siegel
Signe Lindell
Karleen Boggio-Montgomery
John Gabaldon
Al Jahner
Tila Shaya

Not Present:

Maurice Bonal, Chair
Jake “Coach” Martinez

Others Present:

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

3. Approval of Agenda

No Changes.

Mr. Sanchez moved to approve the agenda as presented, second by Ms. Shaya, motion carried by unanimous voice vote.

4. Approval of previous minutes

October 11, 2012

No Changes.

Mr. Sanchez moved to approve the minutes of October 11, 2012 as presented, second by Mr. Gabaldon, motion carried by unanimous voice vote.

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

6. **Staff Reports**

- **Administration – (Revenue and golf rounds summary, Admin. updates)**
Exhibit A: Golf Cart Revenue: October, 2012 - \$30,727, over last FY by \$3,269, PRO Shop Revenue : \$27,284 over by \$4,436, Driving Range Revenue: \$5,833 under by \$16, Golf Tournament Revenue, \$7513 over by \$4,078, Rounds of Golf: \$,530, over by 307 and Green Fees Revenue: \$59,116 is under by \$800.
- **Superintendent – (Golf course conditions update)**
Mr. Allen provided updates on the golf course conditions.
- **Marketing – (Advertising updates)**
Volume Discount Card: 2 sold through Oct. 2012 - \$1,200 in prepaid revenue.
Players Pass Card: 1 sold through Oct. 2012 generating \$125 in prepaid revenue
Web Stats: 1,147 visitors in October, 826 unique visitors (61% new/unique visitors & 38% return visitors.), 4,433 page views, average visit time: 2:09.
Highlights: November-December promotion “Give the Gift of Golf” promoting gift certificates, apparel, equipment, Player’s Pass and Volume Cards, Reprint of Links de Santa Fe Rack Card, Organization of Winter Workshops to keep in touch with golf community for strength and form exercises during off season.
- **Pro-Shop – (2012 Tournament calendar updates)**
Distributed the Calendar of Events for 2013 (Exhibit C)
- **Back 9 Grill – (Restaurant updates)**
Not Present.

7. **Matters from the Committee**

- **Presentation of “Muchas Gracias” Certificate**
Mr. Alo Brodsky was presented the Muchas Gracia Certificate. He was very grateful and appreciative for this recognition.
- **Nominate Employee for “Muchas Gracias” Certificate**

Mr. Sanchez moved to nominate Mr. Larry Apodaca, second by Signe Lindell, motion carried by unanimous voice vote.

8. Old Business

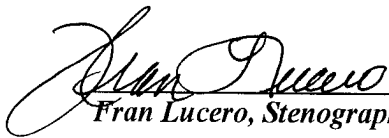
- **Recommendation on Rate Structure by Sub-committee**

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:

Fred Lopez, Acting Chair



Fran Lucero, Stenographer

11/08/2012

Marty Sanchez Links de Santa Fe Golf
Summary

Jen

GOLF CART REVENUE

Months	11/12 revenue actual	11/12 revenue actual	over/under/ LFY
July	\$ 47,832	\$ 47,985	\$ 153
august	46,959	48,500	\$ 1,541
sept	37,081	37,641	\$ 561
oct	27,458	30,727	\$ 3,269
nov	9,994	-	-
dec	41	-	-
jan	3,039	-	-
feb	3,513	-	-
march	14,141	-	-
april	22,311	-	-
may	33,774	-	-
june	45,303	-	-
Totals	\$ 291,444	\$ 164,853	\$ 5,524
			3%
LFY 11/12			\$ (126,591)
			\$ 164,853

PRO-SHOP REVENUE (gross)

Months	11/12 revenue actual	11/12 revenue actual	over/under/ LFY
July	\$ 30,252	\$ 29,017	(1,235)
august	\$ 31,206	32,081	875
sept	\$ 27,159	24,290	(2,870)
oct	22,848	27,284	4,436
nov	10,214	-	-
dec	6,971	-	-
jan	4,775	-	-
feb	6,912	-	-
march	14,495	-	-
april	25,015	-	-
may	31,998	-	-
june	38,359	-	-
Totals	\$ 250,204	\$ 112,672	\$ 1,207
			1%
LFY 11/12			\$ (137,532)
			\$ 250,204

DRIVING RANGE REVENUE

Months	11/12 revenue actual	11/12 revenue actual	over/under/ LFY
July	\$ 10,853	\$ 9,992	\$ (861)
august	10,650	9,984	\$ (666)
sept	8,181	7,275	\$ (906)
oct	5,849	5,833	\$ (16)
nov	3,433	-	-
dec	599	-	-
jan	1,956	-	-
feb	2,251	-	-
march	5,590	-	-
april	7,103	-	-
may	7,672	-	-
june	9,821	-	-
Totals	\$ 73,959	\$ 33,084	\$ (2,450)
			-7%
LFY 11/12			\$ (40,875)
			\$ 73,959

GOLF TOURNAMENT REVENUE

Months	11/12 revenue actual	11/12 revenue actual	over/under/ LFY
July	\$ 6,378	\$ 8,834	\$ 2,456
august	4,075	-	\$ (4,075)
sept	4,473	4,434	\$ (39)
oct	3,436	7,513	\$ 4,078
nov	-	-	-
dec	-	-	-
jan	-	-	-
feb	190	-	-
march	-	-	-
april	190	-	-
may	190	-	-
june	5,037	-	-
Totals	\$ 23,970	\$ 20,782	\$ 2,420
			13%
LFY 11/12			\$ (3,188)
			\$ 23,970

Michelle A

11/08/2012

Marty Sanchez Links de Santa Fe Golf Summary

ROUNDS OF GOLF

Months	11/12 rds Actual	12/13 rds Actual	over/ under/ LFY
July	5,297	5,215	(82)
August	5,029	5,247	218
Sept	4,282	4,190	(92)
Oct	3,223	3,530	307
Nov	1,433	-	-
Dec	3	-	-
Jan	571	-	-
Feb	653	-	-
March	2,092	-	-
April	3,051	-	-
May	4,154	-	-
June	4,938	-	-
Totals	34,726	18,182	351
# incl tourna. # incl tourna.			2%

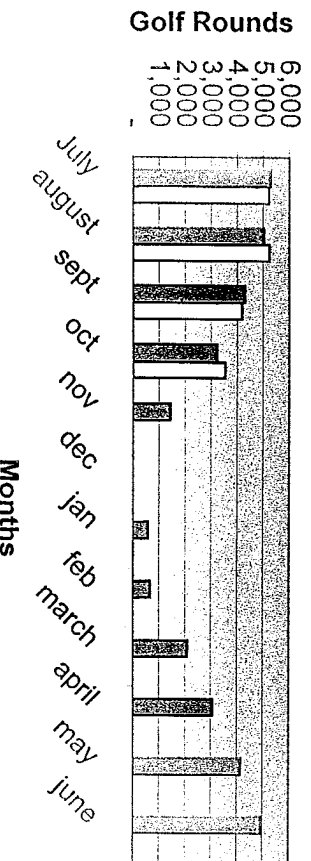
GREEN FEES REVENUE

Months	11/12 revenue actual	12/13 revenue actual	over/ under/ LFY
July	\$ 101,498	\$ 95,367	\$ (6,132)
August	93,748	99,481	\$ 5,732
Sept	78,828	76,438	\$ (2,390)
Oct	59,916	59,116	\$ (800)
Nov	27,054	-	\$ -
Dec	51	-	\$ -
Jan	10,211	-	\$ -
Feb	13,114	-	\$ -
March	39,988	-	\$ -
April	62,079	-	\$ -
May	77,949	-	\$ -
June	93,498	-	\$ -
Internal deposits	663	-	\$ -
Internal deposits	150	-	\$ -
Internal deposits	-	-	\$ -
Totals	\$ 658,748	\$ 330,402	\$ (3,589)
			-1%

LFY 11/12 34,726 18,182 \$ (16,525)

LFY 11/12 \$ 658,748 \$ 330,402 \$ (328,346)

Golf rounds comparison



projections based on last fiscal yr 11/12

12/13 bridge totals

NOTE:
Total Greens Fee Revenue incl: OCT 2012
Gms Fees = \$ 55,943.09
GRT total = \$ 3,172.82
Total Gms & GRT \$59,115.91
Internal Deposits by our office:
*SNOW DAYS TOTAL FOR:
INTERNAL DEPOSITS:

Net Detail Sales by Item
Golf Shop for Oct 1/12 thru Oct 31/12

Jen

All Days

No.	Sales	Item A	vg. Price #	of Sales	\$\$\$ Value
3	01X040	Senior 18 hole weekday	16.57	605	10024.47
4	01X042	Senior PM/9 weekday	12.79	540	6908.73
5	01X039	Senior 18 - Walking	22.14	245	5424.47
6	01X022	Sat & Sun Tournament	39.05	107	4178.35
7	01X001	18 hole Weekday	30.16	131	3950.54
8	01X048	Senior 9 Walking (all)	17.44	181	3156.36
9	01X011	9-hole weekday	20.33	152	3089.54
10	01X005	Afternoon Weekday	21.91	133	2914.61
11	01X006	Afternoon Weekend	24.14	119	2872.56
12	01X002	18 hole Weekend	29.89	92	2749.68
14	01X049	Great-28 Senior Walking	13.91	168	2337.26
15	01X044	Great-28 Senior weekday	10.7	187	2000.88
16	01X014	Great-28 wkday	15.92	115	1830.39
17	01X041	Senior 18 hole weekend	18.36	97	1780.64
18	01X021	Fri & Mon Tournament	32.38	53	1716.14
19	01X020	Tues-Thurs Tournament	32.38	50	1619
20	01X010	Summer Sunset Special	15.23	103	1568.78
21	01X015	Great-28 wkend	18.29	83	1517.76
23	01X043	Senior PM/9 weekend	14.97	72	1078.05
24	01X045	Great-28 Senior weekend	12.34	54	666.54
25	01X018	Great-28 Junior	8.41	33	277.64
26	01X012	9-hole weekend	21.75	12	260.98
27	01X013	PM/9-hole Junior	9.8	14	137.15
29	01X019	Sat. Junior Special	15	7	105
31	01X004	18 hole weekend junior	14.76	4	59.05
32	01X003	18 hole weekday junior	10.95	1	10.95
33	01X016	G-28 Replay	5.24	2	10.48
34	01YG01	Yardage Guide	2.86	3	8.58
36	01X017	18-hole replay (no cart)	2	1	2
41	01X072	RAIN-CHECK ROUND	0	0	0
42	01X073	HIGH SCHOOL GOLF	0	28	0
43	01X074	FORE KIDS COMP ROUND	0	18	0

			Total:	3410	62256.58

34	less	Yardage Guide		3	
18	less	Fri & Mon Tourn. REVENUE			1716.14
19	less	Tues-ThursTourn. REVENUE			1619
6	less	Sat & Sun Tourn. REVENUE			4178.35

			Total:	3407	54743.09

13	01X066	30-PUNCH PASS GREENS FEE	20	118	2360
30	01X065	20-PUNCH PASS GREENS FEE	21	5	105

			Total	123	

22	03X004	30-ROUND PP PURCHASE	600	2	1200

			Total		1200
		Total Sales + PP Greens Fees	Total	3530	55943.09

MSL board meeting
11.8.12

marketing & promotion summary

Volume Discount Card

- (2) sold through October 2012 - \$1,200 in prepaid revenue

Players Pass Card

- (1) sold through October 2012 generating \$125 in prepaid revenue

Web Stats

- 1,147 visitors in October
- 826 unique visitors (61% new/unique visitors & 38% return visitors)
- 4,433 page views
- Average visit time 2:09
- Referral sites: (67) santafe.org; (32) golfnewmexico.com; (15) ci.santa-fe.nm.us; (14) santafenm.gov; (12) golfink.com

Top 10 cities for visits to website:

- | | |
|----------------------|---------------|
| 1. Santa Fe (21%) | 6. Denver |
| 2. Albuquerque (17%) | 7. Las Cruces |
| 3. Guadalajara (8%) | 8. Los Alamos |
| 4. Phoenix (4%) | 9. Dallas |
| 5. New York (3%) | |

Mobile Phone Users

iPhone – 228 (74.5%) up from 139 visits (41%) last month
Android – 76 (25%)

Highlights

- November/December promotion "Give the Gift of Golf" promoting gift certificates, apparel, equipment, Player's Pass and Volume Cards
- Reprint of Links de Santa Fe Rack Card
- Organization of Winter Workshops to keep in touch with golf community for strength and form exercises during off season

NOVEMBER 2012

Brand/Image

- City of Santa Fe bus wrap promoting MSL

Local/Regional Rounds

- Give the Gift of Golf promoting rounds of golf, gift certificates, Volume Cards and Players Passes and Pro Shop for the holidays
 - E-blast to internal database
 - Placement is SF Hometown News
 - Placement in Round the Roundhouse
 - SFNewMexican.com – banner ad to 11,000 subscribers
- Social media via Facebook – promoting equipment and apparel specials in the Pro Shop Specials; food specials at the Back 9 Grill
- Video screen promotion of Volume Card; Player's Pass; Give the Gift of Golf

Partnership Promotion

- Back 9 Grill/Pro Shop Fall Food e-blast to MSL database subscribers
- Pro Shop Specials e-blast to MSL database subscriber

DECEMBER 2012

Brand/Image

- City of Santa Fe bus wrap promoting MSL

Local/Regional Rounds

- Give the Gift of Golf promoting rounds of golf, gift certificates, Volume Cards and Players Passes and Pro Shop for the holidays
 - E-blast to internal database
 - Placement is SF Hometown News
 - Placement in Round the Roundhouse
 - SFNewMexican.com – banner ad to 11,000 subscribers
- Social media via Facebook – promoting equipment and apparel specials in the Pro Shop Specials; food specials at the Back 9 Grill
- Video screen promotion of Volume Card; Player's Pass; Give the Gift of Golf

THE MARTY SANCHEZ LINKS DE SANTA FE

CALENDAR OF EVENTS 2013

Ross

DATE	DAY	TOURNAMENT
20-Apr	Saturday	Men's Club - Joe Maestas 4-Man Scramble - 9:00 shotgun 50±
18-May	Saturday	Men's Club - 8:00-11:00 a.m.
5-Jun	Wednesday	Northern NM Seniors - 9:00 shotgun 100±
13-Jun	Thursday	Santa Fe Area Homebuilders - 9:00 shotgun 100±
5-Jul	Friday	Mayor's Cup Pro-Am - 9:00 shotgun 72±
6,7-Jul	Sat-Sun	Mayor's Cup - 9:00 shotgun 60±
20-Jul	Saturday	Men's Club - 8:00-11:00 a.m.
17,18-Aug	Sat-Sun	Men's Club Championship - 8:00-11:00 a.m. (Sunday - 9:00 shotgun)
24-Aug	Saturday	Roadrunner Golf Group - 9:00-11:00 a.m.
3,4,5-Sept	Tue, Wed, Thurs	Top Dress greens (Tentative)
21-Sep	Saturday	Men's Club - 8:00-11:00 a.m.
5-Oct	Saturday	NMOGA-HES Tourney - 9:00 shotgun - 100±
12-Oct	Saturday	Men's Club/LLGA Beat the Pro - 9:00-11:00 a.m.
26-Oct	Saturday	Men's Club Tri-ecta - 10:00 shotgun - 50±

Exhibit C