



# Agenda

CITY CLERK'S OFFICE

DATE 6-6-12 TIME 11:44am

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## PARKS DIVISION

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

THURSDAY June 14, 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

May 10, 2012

5. Comments from Chairman – Maurice Bonal
7. 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

8. Old Business

- Golf Memorial/Tom Cole’s Proposal Update

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  
June 14, 2012**

<b><u>INDEX</u></b>	<b><u>ACTION TAKEN</u></b>	<b><u>PAGE(S)</u></b>
Cover Page		1
Call to Order	Call to Order by Ms. Karleen Boggio-Montgomery, Acting Chair at 3:00 pm	2
Roll Call	By verbal roll call, a quorum was declared	2
Approval of Agenda Staff requested change in order of presentation for staff reports: <ol style="list-style-type: none"> <li>1. Pro Shop – (2012 Tournament calendar updates)</li> <li>2. Superintendent Report (Golf Course conditions update)</li> <li>3. Marketing – (Advertising updates)</li> <li>4. Back 9 Grill (Restaurant update)</li> <li>5. Administration (Revenue and golf rounds summary, Admin. Updates)</li> </ol>	<i>Motion by Signe Lindell and second by Mr. Gabaldon to approve the agenda as amended, motion carried by unanimous voice vote.</i>	2-3
Approval of Minutes May 10, 2012	<i>Mr. Gabaldon moved to approve minutes as presented, second by Ms. Shaya, motion carried by unanimous voice vote.</i>  <i>Mr. Lopez noted that the report mentioned on page 12 of the Minutes under Stenographer's Notes has not been received by the membership and he would like for staff to follow up on this request.</i>	3
Comments from Chair	None	3
Staff Reports Pro Shop (Exhibit A) Superintendent Report	Informational Staff Follow Up: Rounds and Revenue Report	3-5

**Index Summary of Minutes  
Marty Sanchez Links de Santa Fe  
June 14, 2012**

<b>Marketing (Exhibit B)</b> <b>Back 9 Grill</b> <b>Administration (Exhibit C)</b>		
<b>Matters from the Committee</b> <b>Presentation of Muchas Gracias Certificate</b>	<p><i>Presentation of Muchas Gracias to Signe Lindell in deep appreciation for her work.</i></p> <p><i>Mr. Lopez moved and second by John Gabaldon to nominate Manuel for the Muchas Gracias Certificate, motion carried by unanimous voice vote.</i></p> <p><i>Committee Follow Up: To invite Mr. Miguel Gabaldon from DOT to a meeting for a 599 update.</i></p>	<b>5</b>
<b>Old Business</b> <b>Golf Memorial</b>	<i>Mr. Gabaldon moved to approve the language proposed by Tom, second by Ms. Shaya, motion carried by unanimous voice vote.</i>	
<b>Signature Page and Adjournment</b>	<b>The meeting was adjourned at 4:15 pm</b>	

**PARKS DIVISION**

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

***THURSDAY June 14, 2012***

***MARTY SANCHEZ LINKS DE SANTA FE – ADMINISTRATION BUILDING  
3:00 P.M. – 4:15 P.M.***

***MINUTES***

**1. Call to Order**

The meeting was called to order at 3:00 pm by Vice Chair, Karleen Boggio-Montgomery. A quorum was declared by roll call.

**2. Roll Call**

**Members Present:**

**Karleen Boggio-Montgomery, Vice-Chair**

**John Gabaldon**

**Fred Lopez**

**Lee Sanchez**

**Tila Shaya**

**Ned Siegel**

**Signe Lindell**

**Not Present:**

**Maurice Bonal, Chair**

**Al Jahner**

**Jake “Coach” Martinez**

**Others Present:**

**Martin Lujan, Director**

**Jennifer Romero, Administration**

**John Allen, Golf Course Superintendent**

**Ross Nettles, Golf Pro**

**Clarissa, Marketing – elevate Media**

**Tom Cole**

**Fran Lucero, Stenographer**

**3. Approval of Agenda**

**Staff requested change in order of presentation for staff reports:**

- 1. Pro Shop – (2012 Tournament calendar updates)**
- 2. Superintendent Report (Golf Course conditions update)**
- 3. Marketing – (Advertising updates)**

4. **Back 9 Grill (Restaurant update)**
5. **Administration (Revenue and golf rounds summary, Admin. Updates)**

*Motion by Signe Lindell and second by Mr. Gabaldon to approve the agenda as amended, motion carried by unanimous voice vote.*

4. **Approval of May 10, 2012 Minutes**

*Mr. Gabaldon moved to approve minutes as presented, second by Ms. Shaya, motion carried by unanimous voice vote.*

*Mr. Lopez noted that the report mentioned on page 12 of the Minutes under Stenographer's Notes has not been received by the membership and he would like for staff to follow up on this request.*

5. **Comments from Chairman**  
**None**

7. **Staff Reports**

- **Pro-Shop – (2012 Tournament calendar updates)**

Updated Event Calendar distributed. (Exhibit A)

The Friday Night No Lights Event - \$10 to hit balls has begun and will continue. We provided youth with clubs for those who did not have any. We would like to link another activity for youth and family to come in on a specified day. We had a good April and May. Promotions were covered under the Marketing report.

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

John Allen: Crew has done a fantastic job, grooming and detailing the course. 70-80% of the seed has germinated and is growing on the range. Within the next couple of weeks from 200 on we will get that portion seeded. Bunkers are being addressed; we are hauling sand to those that need it first. The new Parks Director, Ben Gurule is willing to help with trucks of sand. Greens are in good condition. Hot spots: Over the Memorial Day weekend we had an irrigation problem, #7 is coming back and we didn't lose any turf. Doing the par 3 course and spraying it with liquid fertilizer. Cutting the greens 5 days a week and rolling them 2 days a week. If there is a tournament Mr. Allen reiterated that they will be cut.

Ms. Lindell said that the clean-up has really helped the time of play. It speeded up the play.

The Vice-Chair asked if we had discussed having a siren when there is lightning. Mr. Allen said that we would be liable if we had one and if it didn't ring on time or if someone were to get hurt. The Vice-Chair asked

if we still had a sign with directions on what to do? Mr. Allen said that he will check into this and provide a status report at the next meeting.

Ms. Shaya asked about the lack of full staffing. Mr. Allen provided information as to the process they followed this year and how the lag in hiring took place. They are very close to being fully staffed.

- **Marketing – (Advertising updates) - Clarissa**

Exhibit B: Marketing and Promotion Summary followed by the committee members.

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

May was a good month, attributed success to a lot of the tournaments. The tournament attendees are also eating lunch here. We now have two beverage carts that we fixed with this added revenue. Mr. Gonzales said that they have worked on the menu pricing.

Ms. Lindell asked about the comment from May minutes regarding the Chamber of Commerce and their concern that the contractor *could not provide the services*. Jennifer clarified that the Chamber wanted to bring food from the outside and we told them that the food needed to be ordered from the Back9 Grill. Thank you for the clarification.

Mr. Gonzales shared the same concern from tournament groups wanting to bring in donated alcohol and having Back9 Grill' staff dispense it. The board supports the policy and that it be followed, no dispensing alcohol whether gifted or donated.

- **Administration – (Revenue and golf rounds summary, Admin. updates)**

Exhibit C: Marty Sanchez Links de Santa Fe Golf Financial Summary (Committee members followed as Jennifer verbally read the figures)

Closing the fiscal year and waiting to get word back on those figures. We initially met with the city on our budget, no changes other than one increase for irrigation need. Once this budget closes we will receive our new allocation. Back9 Grill will be receiving a sandwich table and a refrigerator which was on the wish list.

In terms of round we are down 11% but on revenue we are down 8%. (Increases were down in the spring of 2011). Players Pass money comes in and then the rounds are played.

How many rounds should we have by year? In our peak years it was 46,000-48,000 – this year we are lucky if we make 35,000 rounds. We have an increase in tournaments and they are included in rounds. The

delay in the revenue is that in most cases the rounds are played and they pay at the end.

Informational: Received request from the Men's Association to place signage at the turn or by the restaurant as patron's leave the 9 or at the 10. (Wording was read by Vice Chair) – It is important not to put up signs if they are not necessary.

7. **Matters from the Committee**

- **Presentation of “Muchas Gracias” Certificate**

Vice Chair provided history on the Signe Lindell Muchas Gracias Certificate.

**Signe: I love the course, I love the game, and this board has been very good to me. This course is very important to this town. I thank everyone who helped make this course a reality.**

Mr. Lopez would like to nominate Manuel from the cart \_\_\_\_\_. We should give him a gift certificate or get together to provide a gratuity gift for all his hard work.

***Mr. Lopez moved and second by John Gabaldon to nominate Manuel for the Muchas Gracias Certificate, motion carried by unanimous voice vote.***

Vice Chair called Miguel Gabaldon from DOT and asked for a schematic to show the work they are doing on 599 and how it will affect our area. An invitation has been extended to Mr. Gabaldon to attend one of our meetings. No response to date.

Mr. Gabaldon extended a very nice compliment to the Stenographer and the Committee joined in expressing their thanks for the work and time contributed to the Marty Sanchez Links Advisory Committee. Thank you.

8. **Old Business**

- **Golf Memorial/Tom Cole's Proposal Update**

Tom assisted Jen in getting a quote on the rock. Jen said they are working on the language. They are looking at a 6' rock with the wording and 3 rows of the individual's names. Tom provided wording and the committee approved.

***Mr. Gabaldon moved to approve the language proposed by Tom, second by Ms. Shaya, motion carried by unanimous voice vote.***

A committee was created to include; Fred, Tila, John, Kathleen and Sig to work on the criteria of who would be placed on this memorial/both living and dead.

A suggested place for the location would be by the 10. This item can be placed under old business for discussion at the next meeting.

Mr. Lujan joined the meeting and concurred with the report presented by Jennifer under administration. Staff will look in to the revenue / rounds statistics and provide the advisory board with updated information. The Advisory Committee would like for a letter to be prepared and sent to Fabian Chavez for all of his hard work and support through the years and welcome to Ben Gurule who is also a volunteer at the course.

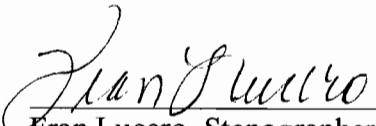
9. **Adjournment**

Mr. Gabaldon moved to adjourn the meeting at 4:15 pm, second by Ms. Lindell, motion carried by unanimous voice vote.

Signature page:

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Kathleen Boggio – Montgomery



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Fran Lucero, Stenographer



# THE MARTY SANCHEZ LINKS DE SANTA FE

## CALENDAR OF EVENTS 2012

*Exhibit A*

DATE	DAY	TOURNAMENT
5-Apr	Thursday	LLGA Ladies' Day begins
9-Apr	Monday	Capital HS Tourney - 9:00 mini-gun
13-Apr	Friday	Top Dress Great 28
April 16-17	Mon-Tues	Top Dress Greens - F9 & B9
21-Apr	Saturday	Men's Club - 9:00-11:30 a.m. - Joe Maestas Scramble - 60±
30-Apr	Monday	District 2AAAA Tourney - 9:00-11:30 a.m.
5-May	Saturday	LLGA Meet & Greet - 9:00 a.m. shotgun 40±
12-May	Saturday	Ping Demo Day - 10:00 a.m. - 2:00 p.m.
16-May	Wednesday	Senior Olympics - ttmz 9:00 - 11:30 a.m.
18-May	Friday	Christian Life golf outing - 9:00 - 10:00 ttmz
19-May	Saturday	Men's Club - 8:00-10:00 a.m.
19-May	Saturday	Nike Demo Day 10:00 a.m.-2:00 p.m.
20-May	Friday	Taylor Made Demo Day 10:00 a.m. - 2:00 p.m.
20-May	Sunday	LLGA 4-Club Tournament - 9:00 a.m. TTMZ - 40±
21-May	Monday	Santa Fe Fiesta Council tourney - 9:00 a.m. shotgun
1-Jun	Friday	Isaac Jaramillo Memorial Golf Tournament - 9:00 a.m. shotgun
2-Jun	Saturday	LLGA Whole Enchilada on Great 28 8:00 a.m. mini-gun
9-Jun	Saturday	Titleist Demo Day - 10:00 a.m. - 2:00 p.m.
13-Jun	Wednesday	Northern NM Seniors - 9:00 shotgun 100±
14-Jun	Thursday	Santa Fe Homebuilders tourney - 9:00 shotgun 100±
16-Jun	Saturday	Men's Club - 8:00-10:00 a.m.
22-Jun	Friday	AGC of Texas Annual Conference golf outing - 8:00 a.m. mini-gun - 50±
23 & 24 Jun	Sat. & Sun.	LLGA Eclectic 8:00-9:00 a.m. TTMZ 40±
30-Jun	Saturday	Golf Channel Amateur Tour - ttmz 10:00 - 12:00
3-Jul	Tuesday	SCPGA Junior Golf Assn. tournament - 9:00 shotgun on 18; 10:00 shotgun on G-28
6-Jul	Friday	Mayor's Cup Pro-Am - 9:00 a.m. shotgun
7-Jul	Saturday	Mayor's Cup - 9:00 a.m. shotgun
8-Jul	Sunday	Mayor's Cup - 9:00 a.m. shotgun
9-Jul	Monday	State Women's 9-hole Golf Assn. - 8:30 mini-gun 45±
12-Jul	Thursday	LLGA Invitational - 9:00 shotgun - 80±
14-Jul	Saturday	Santa Fe Mountain Adventures 9-hole event - 1:00 p.m. mini-gun
15-Jul	Sunday	Family Swing - parent/junior golf outing - 9:00-10:00 ttmz
21-Jul	Saturday	Men's Club tourney - 8:00-10:00 a.m.
23-Jul	Monday	LLGA Inter-City Invitational - 9:00 shotgun 80±
4-Aug	Saturday	LLGA "Shamble" 8:00-9:00 a.m.
13-Aug	Monday	SF Chamber of Commerce - 8:30 shotgun 100±
18 & 19-Aug	Saturday	Men's Club Championship - 8:00-10:00 a.m.
20-Aug	Monday	NM Senior Women's Golf Assn. - 9:00 shotgun 60±
24-Aug	Friday	Blue Corn Café tourney - 9:00 a.m. mini-gun 60±
25-Aug	Saturday	Roadrunner Golf Group - ttmz 9:00 - 11:00
26-Aug	Sunday	LLGA "Tombstone" - 8:00-9:00 a.m.
28-Aug	Tuesday	Senior Golfer's of NM - 9:00 shotgun 100±
31-Aug	Friday	Fore Kids Fundraiser - 9:00 a.m. shotgun - 80±
1 & 2 Sept	Sat. & Sun.	Men's Club 2-day Match Play tourney - 8:00-10:00 a.m. each day
4, 5, & 6-Sep	Tues., Wed., Thu.	Top Dress Greens - F9, B9, G28
7-Sep	Friday	Fiesta Classic - 9:00 a.m. shotgun - 80±
15-Sep	Saturday	Men's Club - 8:00-10:00 a.m.
22 & 23-Sep	Sat. & Sun.	LLGA Club Championship - 8:00 TTMZ - 32±
23-Sep	Sunday	OAEC golf outing 2:00-3:00 p.m.
6-Oct	Saturday	HES/NMOGA tournament - 9:00 shotgun - 100+
13-Oct	Saturday	Men's Club/LLGA Beat the Pro - 9:00-11:00 a.m.
27-Oct	Saturday	Men's Club - 9:30-11:00 a.m.
30-Oct	Sunday	Albuquerque Moose Lodge 9:00 "Mini-Gun" 40±

*Friday No Linker  
#101 kids*

**MSL board meeting**  
6.14.12

**marketing & promotion summary**

**Volume Discount Card**

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

**Players Pass Card**

- (56) sold through May 2012 generating \$7,000 in prepaid revenue

**Web Stats**

- 2,192 visitors in May, up from 529 visitors in April 2012 (up 17.9%)
- 1,634 unique visitors (64.64% new/unique visitors & 35.36% return visitors)
- 9,353 page views
- Average visit time 2:21
- Referral sites: santafenewmexican.com (141) santafe.org (60); golfnewmexico.com (45)

*Top 10 cities for visits to website:*

- |                        |                |
|------------------------|----------------|
| 1. Santa Fe (28.4%)    | 6. Los Angeles |
| 2. Albuquerque (18.89) | 7. Phoenix     |
| 3. Mesa, AZ (4.11%)    | 8. Denver      |
| 4. Guadalajara (2.74%) | 9. New York    |
| 5. Los Alamos          | 10. Dallas     |

**Highlights**

- Social Media Update: 311 "Likes" on Facebook (up from 298 in April); Followers on Twitter 114 (up from 111 in April)
- Youth Camps currently being held
- Father's Day – Dad's golf free with paying adult

*Michael B.*

*marketing & promotion summary continued...*

## **Promotions June 2012**

- **HAPPY HOUR ON THE DRIVING RANGE**
  - SF New Mexican "Deals"
  - MSL database e-blast
  - ESPN-AM radio
  - Golf course video screens
  - Promo 1X per week on Facebook and 1X per day on Twitter
  
- **FAMILY GOLF DAY ON GREAT 28**
  - SF Hometown News – 1/8 page color
  - SF New Mexican "Deals"
  - KBAC-FM radio
  - Golf course video screens
  - MSL database e-blast
  - 1 X per week on Facebook and 1 X per day on Twitter
  
- **PRO-AM**
  - SantaFe.com banner ad
  - Golf course video screens
  - MSL database e-blast
  - 1 X per week on Facebook for 4 weeks leading up to event. 1X per day onTwitter.
  - Live Tweet the Pro Am complete with photos of golfers in action

## **NOTES/COMMENTS FROM BOARD MEMBERS**

**1.**

**2.**

**3.**

**4.**

**5.**

06/14/12

# Marty Sanchez Links de Santa Fe Golf Summary

Exhibit C

## ROUNDS of GOLF

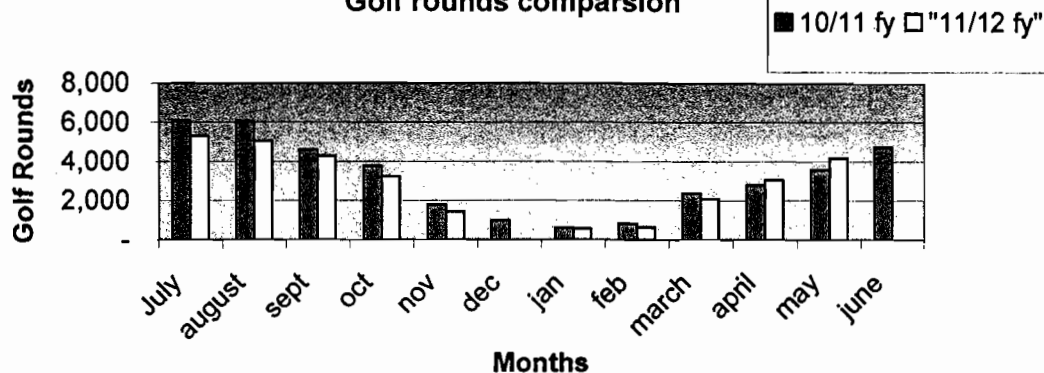
Months	Actual 10/11 rounds 38154	11/12 rds Actual	over/ under/ LFY
July	6,076	5,297	(779)
august	6,055	5,029	(1,026)
sept	4,610	4,282	(328)
oct	3,755	3,223	(532)
nov	1,790	1,433	(357)
dec	992	3	(989)
jan	619	571	(48)
feb	833	653	(180)
march	2,363	2,092	(271)
april	2,784	3,051	267
may	3,559	4,154	595
june	4,718	-	-
Totals rounds	38,154	29,788	(3,648)
		# incl tourna.	-11%

## GREEN FEES REVENUE

Months	Actual 10/11 revenue \$706351	11/12 revenue actual	over/ under/ LFY
July	\$ 106,674	\$ 101,498	\$ (5,175)
august	108,634	93,748	\$ (14,886)
sept	81,002	78,828	\$ (2,174)
oct	67,544	59,916	\$ (7,628)
nov	31,053	27,054	\$ (3,999)
dec	17,784	51	\$ (17,733)
jan	12,634	10,211	\$ (2,423)
feb	14,110	13,114	\$ (996)
march	49,369	39,988	\$ (9,381)
april	56,204	62,079	\$ 5,875
may	70,367	77,949	\$ 7,582
june	90,656	-	\$ -
Internal deposits	-	663	
Internal deposits	50	150	
Internal deposits	270	-	
Totals	\$ 706,351	\$ 565,250	\$ (50,938)
	\$0	\$0	-8%
june	\$0	\$0	
LFY 10/11	706,351	565,250	\$ (141,101)

LFY 10/11 38,154 29,788 \$ (8,366)

Golf rounds comparsion



projections based on last fiscal yr 10/11

FY 11/12 budget totals

NOTE:

Total Greens Fee Revenue incl: MAY

Grns Fees = \$ 74228.54

GRT total = \$ 3720.95

Total Grns & GRT \$77,949.49

Internal Deposits by our office 663 JAN 1/24

SNOW DAYS TOTAL FOR 43 DAYS

April 16, 2012- Internal Deposit: \$150

# Marty Sanchez Links de Santa Fe Golf Summary

## GOLF CART REVENUE

Months	Actual 10/11 revenue \$296866	11/12 revenue actual	over/under/ LFY
July	\$ 49,008	\$ 47,832	\$ (1,176)
august	51,161	46,959	\$ (4,202)
sept	39,486	37,081	\$ (2,406)
oct	30,216	27,458	\$ (2,758)
nov	12,016	9,994	\$ (2,023)
dec	6,337	41	\$ (6,296)
jan	2,904	3,039	\$ 135
feb	4,299	3,513	\$ (786)
march	15,284	14,141	\$ (1,143)
april	18,737	22,311	\$ 3,574
may	27,511	33,774	\$ 6,263
june	39,909	-	\$ -
Totals	\$ 296,866	\$ 246,141	\$ (10,817)
			-4%
LFY 10/11	296,866	246,141	\$ (50,725)

## PRO-SHOP REVENUE (gross)

Months	Actual 10/11 revenue \$231282	11/12 revenue actual	over/under/ LFY
July	\$ 31,519	\$ 30,252	(1,268)
august	\$ 26,699	\$ 31,206	4,507
sept	\$ 31,828	\$ 27,159	(4,668)
oct	25,216	22,848	(2,368)
nov	12,426	10,214	(2,213)
dec	10,083	6,971	(3,112)
jan	5,535	4,775	(760)
feb	7,287	6,912	(375)
march	14,377	14,495	118
april	20,307	25,015	4,709
may	20,876	31,998	11,121
june	25,127	-	-
Totals	\$ 231,282	\$ 211,845	\$ 5,690
			3.1%
LFY 10/11	231,282	211,845	\$ (19,437)

## DRIVING RANGE REVENUE

Months	Actual 10/11 revenue \$79263	11/12 revenue actual	over/under/ LFY
July	\$ 12,418	\$ 10,853	\$ (1,565)
august	12,045	10,650	\$ (1,394)
sept	9,142	8,181	\$ (961)
oct	6,503	5,849	\$ (654)
nov	4,541	3,433	\$ (1,108)
dec	463	599	\$ 135
jan	1,064	1,956	\$ 892
feb	359	2,251	\$ 1,892
march	4,531	5,590	\$ 1,060
april	8,096	7,103	\$ (993)
may	9,829	7,672	\$ (2,157)
june	10,272	-	\$ -
Totals	\$ 79,263	\$ 64,138	\$ (4,853)
			-1%
LFY 10/11	79,263	64,138	\$ (15,125)

## GOLF TOURNAMENT REVENUE

Months	Actual 10/11 revenue \$17587	11/12 revenue actual	over/under/ LFY
July	\$ 2,571	\$ 6,378	\$ 3,807
august	5,120	4,075	\$ (1,045)
sept	2,870	4,473	\$ 1,603
oct	5,540	3,436	\$ (2,104)
nov	1,486	-	\$ (1,486)
dec	-	-	\$ -
jan	-	-	\$ -
feb	-	190	\$ 190
march	-	-	\$ -
april	-	190	\$ 190
may	-	190	\$ 190
june	-	-	\$ -
Totals	\$ 17,587	\$ 18,933	\$ 1,346
			8%
LFY 10/11	17,587	18,933	\$ 1,346