

GOLF ADVISORY COMMITTEE (GAC)
MEETING MINUTES
Wednesday, July 1, 2009

The meeting was called to order by Chairman, Jerry Haddock at 2PM with the following members in attendance: John Allen, Jerry Rickard, Suzie Porter, John O'Hagan. Fred Bjorling attended as Board Liaison. Staff present: Bob Mariani, Kim Griggs, Mike Kropf. Four residents, including Bev Goode, a member at large, were in the audience.

Minutes from May 6, 2009 were approved.

Jerry Haddock opened by passing out samples of items to be covered later in the meeting, indicating that copies are also available for the audience.

REPORTS

Bob Mariani presented golf stats and financials as of May: **Total golf revenues down \$45,182.** Greater losses would have occurred except that golf maintenance costs were below budget.

Fred Bjorling. The Board of Directors is closely watching the GAC as more data is needed for Board decision making.

Kim Griggs asked for patience from residents while she and the staff learn the IBS POS system. It will be a great benefit for inventory control. The Chelsea tee time system has been upgraded to work better with outside play through Golf Now which is planned to help fill empty tee times. It provides more data to players though takes a little longer to set up. Internet instructions are available and more training will follow for the computer in the Pro Shop, which will be mouse driven, rather than the touch screen.

Golf Clinics for beginners will start July 15. Several outside tournaments have been booked for the summer, both for golf and dinners. Kim is on vacation end of July thru the first week of August. Kim and Ken want to review each Club's plans before the season starts.

Mike Kropf announced that all fairways have been aerated, some greens still need sanding, cart path paving is underway and he is trying hard to keep the course open with all the activity going on. He is open to suggestions to help make it easier on golfers. Transition to the Bermuda grass is going very well after last year's preparation. He plans to build steps into the bunker on hole 13 as the original size is too deep. He is leasing a rock cleaner and Jerry suggested that golfers could help by returning rocks to the desert when they are in bunkers.

Jerry Rickert for Bill Coats No meetings due to Dorisse Coats passing and members not being available. The 18 hole men are continuing to play on Wednesdays. We now have 202 members.

John O'Hagan reported 2 successful tourneys with SaddleBrook in May and June, with golfers returning home happy to play SCVistoso. First meeting in the fall is October 9.

Dottie Bentz announced that the 9 hole ladies have a "fun day" coming up and are playing unofficially all summer with from 25-30 players.

Suzie Porter reported that the 18 hole women's board is inactive in the summer. Kim will announce on list serve that all residents are welcome to join the Wednesday 7:30AM shotgun as space is available in the summer.

Jerry Haddock would like each Club at membership renewal time to fill out a form indicating who and why memberships were not renewed. **Bev Goode** suggested that some golfers who are getting older and/or cannot play 18 holes might go to a 9 hole annual if there were fewer restrictions (times and days.) *She also asked why the cost of a single 9 hole pass was \$112.50 more than half the single 18 hole pass.*

NEW BUSINESS

Jerry Haddock announced that according to the GAC bylaws there are 5 voting members, 4 Club reps and John Allen as Member at Large. As Chair, Jerry would only vote if there is an abstention. Payton Davies, as consultant, is not a voting member.

Jerry Haddock discussed the Golf Now procedures, supported by the Internet sample he provided. Scheduling of tee times for shotguns, i.e. if 3 are available, groups would be scheduled at 9 minute intervals, always starting on hole 1, with holes 16, 17 & 18 left open. Single golfers can only join groups of 2 or 3. No Monday availability.

Bag drop signs and rack must be placed where outside golfers can easily see them. A ranger should be available to greet golfers, direct them to the Pro Shop, load clubs and drive the cart to the lower area. Cart signs with guest names/tee time should be added.

A comment card sample for feedback will be developed by **Jerry and Kim** for staff to hand out with potential incentives to use the Café' included.

Sun City Vistoso Golf Course playing tips (see attachment 2) has been developed by **Kim and Ken** (Nice job!) These are available for all outside players.

Golf Now and staff training/forms should be in place by the end of July with time off during over seeding and increased rates for winter. Our rates can be flexible and easily changed. All residents not in a golf package will benefit from the lower rates. Kim plans to reduce rates for residents.

Jerry Haddock opened up the discussion of an Executive Course with the following: Our golf course budget for 2009/10 is \$1.210,770 or 21% of the Community revenues, and our biggest asset and revenue producer after HOA dues. The decline in players, and

players dropping out of clubs is a loss of social contact for residents. If we had a shorter course, maybe 9 hole players with health issues and beginning players would be able to play. The addition of an Executive Course is being considered.

A resident in the audience stressed the importance of inviting new golfers to play, not just sending them to the Pro Shop. New golfers are hesitant to start on their own.

Kim will survey the Beginners Clinic, **Bob** will get a survey set up on the Website and **Club Reps** will discuss with their members, individuals with their friends to test interest. Previous attempts years ago attracted little interest but it is possible the timing was off. When it was introduced previously we still had over 500 annual package players and not much room for beginner play. **John O'Hagan** cautioned that we might lessen the championship quality of the course by trying to attract all types of players. **Suzie** suggested that in making a separate Executive Club we should emphasize the social aspects after golf. **Jerry** stressed that it is important to investigate any potential for getting our residents on the course, not just outside players.

Bob Mariani is heading up the staff marketing effort for outside advertising in several ways: He joined the Northern Pima County Chamber of Commerce and Arizona Small Business Association to network with businesses. They have annual tournaments that rotate around the area courses. A brochure aimed at outside memberships has been developed. Ventana Medical Systems, Wyndam Hotel, Golf Villas are being approached about partnerships and advertisements in employee newsletters (Raytheon, Ventana), ads in The Explorer and Daily Star, the Rancho Vistoso newsletter are being pursued.

Dottie suggested a lucrative group for a tournament is Casa de los Ninos, as it is a popular charity. She will give a contact name to Kim.

Kim was asked to investigate a cover or structure of some type (& trees) for the Driving Range lesson area. Funds from the golfers, being held by the SCV Foundation, are available to cover the cost.

Meeting adjourned at 3:50pm.

Respectfully submitted:

Barbara McNeill
Secretary at Large
7/2/09

