

**MINUTES
LONGMONT GOLF COURSE ADVISORY BOARD
May 23, 2011**

The May 23, 2011 meeting of the Longmont Golf Course Advisory Board was called to order by Chair Jim Ruff at 7:00 p.m. in the Twin Peaks Golf Course clubhouse.

Item 1 – Roll Call

Jim Ruff, Chair, called the roll. Those present were Board members Jim Ruff, Ken Davis, Jeff Cannon, Judson Hite, Art Adler, Rick Phillips, Matt Cain and Council Representative Sean McCoy. Staff members present were Larry Mills, Sally Helms and Keith Martin, Sam Linnenburger and Rick Heck.

Item 2 – Approval of Minutes of the Previous Meeting

Board Member Cain moved the minutes of the March 28, 2011 regular meeting be approved as written and Board Member Cannon seconded. The motion passed unanimously.

Item 3 – Communications

A. Golf Professionals Monthly Reports for April

	April Revenue			April Rounds		
	Projected	Actual	YTD %	Projected	Actual	YTD %
Sunset	\$ 38,500	\$ 32,548	116.4%	2,590	2,035	122.0%
Twin Peaks	\$ 74,800	\$ 76,746	128.4%	2,340	2,565	139.1%
Ute Creek	\$ 104,800	\$ 94,881	106.9%	2,440	2,306	128.5%

Mr. Linnenburger reviewed Sunset and Ute Creek April monthly revenue and rounds reports and Mr. Martin reviewed reports for Twin Peaks. During the month of April, Sunset was open 23 days. Twin Peaks was open 25 days and Ute Creek 25 days.

B. Other

Board Member Davis asked Mr. Linnenburger if he had seen any increase in memberships directly from the Foxhill member base. Mr. Linnenburger noted that since last year he had sold approximately eight (8) memberships to previous Foxhill members, there had been no recent activity from that particular member base.

There was some discussion regarding the Sunset pro shop product ordering and stocking. Mr. Heck explained that he was in the process of stocking product and updating the clubhouse. He noted that there had been a new wall installed with a built in television and he was currently making some changes in the décor.

Item 4 – Public Invited to be Heard

There were no comments from the public

Item 5 – Unfinished Business

A. Update on Golf Operational Review and Financial Analysis

Mr. Mills stated that THK Associates was hired to complete an Operational Review and Financial Analysis of the City's three golf courses. Staff received the first draft of the report in April. It contained some incorrect round information and City staff asked that they complete a second draft with corrected information. The second draft was received in May. At this time, City staff has not had sufficient time to review the report. Mr. Mills noted that the THK report was generally favorable and THK did not recommend any major changes. He also stated that THK's report was optimistic

in their view of the golf industry. He stated that Golf staff had projected more conservative rounds than THK. Mr. Mills explained that projections and industry outlook for 2012 and beyond is an area that Golf staff and THK are continuing to review. Mr. Mills told the group that the current plan was to have the report available in time for the Golf Course Advisory Board June study session.

Item 6 – New Business

A. Golf Course Advisory Board Study Session Discussion

Mr. Ruff agreed that the group would plan on a one topic discussion at the study session currently scheduled for June 27, 2011. The topic to be discussed would be the THK Operational Review and Financial Analysis of the City's golf operation.

Item 7 – Items from the Board

Board Member Cannon suggested an idea to do some promotions with local restaurants and businesses to offer a round of golf in conjunction with an item that the individual business would like to offer. Mr. Martin explained that regarding some of those offers, it would be the golf professionals' preference to keep that business at the courses and many of these ideas required time for planning and preparation that is not available to current staff. The suggestion was briefly discussed. There was no action taken.

Board Member Cain noted that he would be available to attend upcoming events such as the Art Walk and Rhythm on The River, to pass out golf cards.

Item 8 – Items from the Staff

There were no Items from staff

Item 9 – Adjournment

Board Member Cannon moved that the meeting be adjourned. Board Member Hite seconded and Chair Ruff adjourned the meeting at 7:55 p.m.

Minutes Approved:

Jim Ruff
Golf Course Advisory Board Chair

Sally Helms
Recording Secretary