



## JUNIPER GOLF COMMISSION MEETING MINUTES

Date and Time: 16 April 2013; 9:00 am

Location: Juniper Golf Course; 1938 SW Elkhorn Avenue, Redmond

Commission Members Present: Paul Klotz, Chair; John Brenton; Don Noldge; William Saling

City Staff Present: Jason Neff, Budget/Finance Manager; Susan Bailey, Public Works Administration

CourseCo/Juniper Staff Present: Steve Bratcher, CourseCo, General Manager

Media/Others Present: None

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### **CALL TO ORDER**

Klotz welcomed the Commission and called the meeting to order at 9:00 am.

### **PUBLIC COMMENTS** (*Items Not on the Agenda*)

No members of the public were present.

### **APPROVAL OF MINUTES**

Noldge made a motion to approve the minutes of 26 February 2013, as written; second by Saling; motion carried by vote.

### **DISCUSSION/DECISION ITEMS**

#### **Monthly Update and Review of Financials**

Bratcher provided a combined report for February and March, noting that the weather has been a big factor in the numbers. He explained that February rounds did very well and that they almost doubled in revenue. Total rounds were almost 700, which was 3% over budget.

Bratcher noted that cart revenue for this period was 20% over budget and that Juniper has a lot of walkers so cart revenue has been a challenge. He explained that we are 29% over prior year, which is showing growth. We are 2 years into the lease term for the carts, and with preventative maintenance, they are in good shape. Klotz asked if cart revenue is tracked in a subset of members and public. Bratcher explained that they will be doing a breakdown of annual/monthly cart rental for better utilization calculations.

Brenton reported that he has seen people shaking the ball machine to get balls when it is freezing out. Bratcher will look into signage and possibly bolting down the machine. Bratcher stated that 30% of the ball revenue came from the value cards and that they should see more revenue coming in from renewals. Merchandise and instruction are showing effects of the economy, but were strong during the month. Bratcher explained that they are 18% under budget overall citing a direct result of the economy. He stated that they have new inventory coming in and expect to see numbers increase.

Bruce has started the Get-Golf-Ready program and Stuart will be starting lessons in mid-May. Bratcher indicated that the focus will be on new golfers, junior golfers and core golfers with the goal of growing the game. Brenton asked about Play-it-Forward; Bratcher explained that they will continue with the program and maybe add more to it.

**Course Co Report/ Operational Update**

*Memberships-* Bratcher noted 255 total current members. He explained that the total number is the same but revenue is different because of the mix of memberships, and that there are more social members. He cited a new member promotion in March resulting in 32 new members. The committee discussed benefits of social membership. Brenton asked about junior high or elementary golf lessons. Bratcher has contacted RPA and Sage Elementary to introduce the game to students.

*Food and Beverage-* Bratcher reported that food and beverage beat budget by 15% and year-to-date they are 6% over budget. They had 31 events in Feb/March and have close to 25 events booked for May. Bratcher reviewed several events and explained that they will be updating the menu and bringing back some of the items that they have had in the past. Bratcher reported that they are looking for new food and beverage manager.

*Maintenance-* Bratcher stated that the course is in excellent condition and that they are getting ready for spring and have top dressed most of the fairways. He reported that the water is back on as of April 1<sup>st</sup> and that they are watching the lakes right now. Bratcher looked into an issue with the pump and it is in good shape. Klotz noted having reserves for pump replacement.

*Marketing-* Bratcher reported that he spoke with the Airport to do advertising and that plan is to provide a coupon or some other means of tracking. They plan to do advertising for the restaurant and for weddings, and Carol is focusing on banquets and summer weddings. Bratcher stated that they are hosting the Oregon Open this year on June 10<sup>th</sup> and are planning another 4th of July event.

*Expenses-* Bratcher noted that there were expenses for replacement of a [computer] server and repairs to the moveable wall. He cited that the bottom line for Feb/March beat the budget by 3%.

**ACTION ITEMS**

None.

**COMMISSIONER/STAFF COMMENTS**

Neff explained that the 5-year forecast was well accepted by Council. Klotz asked about future presentations to Council. Neff suggested that the next presentation should be in August.

Saling noted advertising for destination golf. The group discussed various means of advertising, target markets and promotion of the overall area.

**PUBLIC COMMENTS**

None.

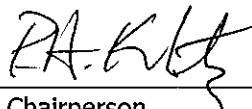
**ADJOURN**

There was no further business. The meeting was adjourned at 9:50 pm.

*Next Meeting:* The Commission decided to forego a May meeting unless there were issues to discuss. The next meeting will be June 18<sup>th</sup>, 2013.

APPROVED by the Juniper Golf Commission and SIGNED by the Chairperson this

18<sup>th</sup> day of June, 2013.



Chairperson