



JUNIPER GOLF COMMISSION MEETING MINUTES

Date and Time: 26 January 2012; 2:00 pm

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

Commission Members Present: Paul Klotz; Pam Garney; John Brenton; Don Noldge; Bill Saling; Ed Boero, City Council Liaison

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

CourseCo/Juniper Staff Present: Tom Bugbee, CourseCo; Steve Bratcher, CourseCo

Media/Others Present: Trish Pinkerton, Redmond Spokesman

CALL TO ORDER

Paul Klotz welcomed the Commission and called the meeting to order at 2:02 pm. Klotz welcomed Neff as the new staff liaison.

PUBLIC COMMENTS *(Items Not on the Agenda)*

No members of the public were present.

APPROVAL OF MINUTES

MOTION: Saling moved to approve the minutes of 09 December 2011, as written, second by Brenton, motion unanimously passed.

DISCUSSION/DECISION ITEMS

Monthly Update and Review of Nov/Dec Financials

Klotz indicated that November financials have not been distributed. Bailey will obtain and forward November financials to the Commission.

Bugbee explained that the original budgeting method was to record annual membership payments when they were received, which created a lump sum amount in December and January. Bugbee also explained that there was a \$12,000 write-off in December from a balance that had been carried forward since they took over the course. Bugbee noted that food and beverage numbers offset losses and that they are slightly under budget in expenses. Bugbee stated that they will not meet budget this year. Bugbee explained that moving forward they will be able to build a more accurate budget. Sears clarified that the write-off was due to a balance that had been carried over from prepaid memberships which caused the budget to be based on an inflated revenue number. Boero stated that he would like to see the budget adjusted. Neff will provide a report to Council, and at the request of Boero, provide actual numbers without the anomalies to show how the course is really doing. Bugbee explained that bills are sent out in December for annual memberships; however, not everything was accurate from the prior management system.

Course Co Report/ Operational Update

Bratcher provided the General Manager's report noting that he has been at the course for 30 days now and has been working with all systems. Bratcher stated he has been focusing on the food and beverage operations. He reported that there are 16 banquet events scheduled for January and 18 for February, with a

crab feed this Saturday. Bratcher noted that Carol Burnett has been instrumental in bringing events to the course. Boero stated that he would like to see last years' activity in comparison to be able to report to Council. Bugbee clarified that the upcoming budget will show comps from the prior year. Brenton stated that the e-mail reminders are a great marketing tool. Bugbee noted that there will be Juniper collateral at the Seattle golf show. Saling suggested a brochure listing other amenities in Redmond that are close to the golf course. Bratcher explained the "Stay and Play" package they are promoting with the Comfort Suites.

Bratcher explained that they will be launching a new menu in March. They have been taking input from members and the public to create activity. The menu will have soup and half a sandwich with daily specials to keep the menu fresh and changing.

Bratcher reviewed course operations noting that the weather has been great with some days having over 50 golfers. He explained that they are running lean on staffing in the pro shop. Bratcher stated that he is working with the POS system and will be doing some merchandising to keep items fresh and promote a regular sale table. Bratcher discussed course maintenance, highlighting challenges with the weather and noting that the course has been dry and the tops are brown but the underneath is strong and green. He reported that they are anticipating to open the greens around February 10th-15th, weather pending. Klotz noted it would be advantageous to open before other courses. Bratcher explained that they are exceeding revenue goals for play, balls and carts. Boero asked for information regarding any negative effects from changes to the range ball fee structure.

Bugbee cited that resignations could be high, however, they don't have reliable historical data to make a comparison. Bugbee reported that they will be working to attract new members in the spring and will get membership buy-in before starting any new programs. Garney agreed that resignations are higher most likely due to the restructuring and range ball fee increase. Bugbee reported that 18 people moved from annual to social members, and is hopeful that they will be able to convert some back. Brenton asked about an exit survey to obtain feedback. Bugbee noted they did project a dip in monthly payers through the winter. Klotz noted economic climate.

Social Gaming License Update

Neff provided an update on the Social Gaming license and explained that they City is the applicant for the license. Neff reported that the application will be going to Council on February 7th for approval. Garney asked about the annual fee, Neff cited the \$300 application fee.

Cash Flow Projections FY 11/12

Bugbee gave an overview of the cash flow projections and provided an update on the food minimums. He estimated that an additional \$25,000 was generated because the food minimum was in place. He also noted that \$15,000 was direct billed because people did not meet the minimum. Garney noted that with no assessment in January people aren't staying to eat and drink. Bugbee indicated that based on a \$40,000 estimate, it would be difficult to drop the minimum at this time. The Commission discussed including alcoholic and non-alcoholic beverages and the future effects of the food minimum on membership. Bugbee stated that they will review this issue on a regular basis.

Neff noted the City's process of projecting fiscal year end numbers and will incorporate Juniper estimates into the City's review. Neff estimates that the City may need to contribute \$417,000.

Budget Schedule FY 12/13

- **Draft Budget- February 23rd, 2012**
- **Budget Adoption- March 22nd, 2012**

Neff discussed the timeline for the City's budget process, noting that the budget would need to be approved at the February 23rd meeting. Bugbee will provide a 12-month budget, marketing plan, five-year capital improvement plan and competitive marketing plan (CMA) for review at the February 23rd meeting. The Commission agreed that they could meet the schedule and would direct questions to Neff.

Prepare for February 28th, 2012 Council Presentation

Neff gave an overview of the Council presentation including financial overview, budget adjustments, performance, memberships, marketing and capital plans. Klotz stated that he will attend the meeting and asked that all members attend. Neff suggested moving Council presentations to coincide with the quarterly reports to Council.

COMMISSIONER/STAFF COMMENTS

There were no public comments.

Klotz asked if the schedule for the ball machine is still on track for April. Bratcher indicated that it was still on schedule.

Klotz noted that he has been in the Chair position for the past year and asked for nominations. The Commission agreed that Klotz retain the Chair position.

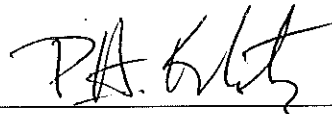
ADJOURN

There was no further business. The meeting was adjourned at 3:14 pm.

Next Meeting: The next meeting will be 23 February 2012, at 2:00pm, at the Juniper Golf Course.

APPROVED by the Juniper Golf Commission and SIGNED by the Chairperson this 23rd day of

FEBRUARY, 2012.



Chairperson