



## JUNIPER GOLF COMMISSION MEETING MINUTES

Date and Time: 26 July 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

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: Trish Pinkerton, Redmond Spokesman

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### **CALL TO ORDER**

Klotz welcomed the Commission and called the meeting to order at 2:00 pm.

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

*No members of the public were in attendance.*

### **APPROVAL OF MINUTES**

*MOTION:* Noldge moved to approve the minutes of 28 June 2012, as written, second by Garney, motion unanimously passed.

### **DISCUSSION/DECISION ITEMS**

#### **Monthly Update and Review of June 2012 Financials**

Bratcher reviewed the June financials and explained that the fiscal year ended very strong. He noted that total revenue for June was up 4% and expenses were down 4%. Bratcher stated that food and beverage did well but the event numbers were short of budget for June.

Bratcher explained that there has been growth and success from prior year numbers. He clarified that the food and beverage numbers include both everyday food service and events. He stated that there has been a complete turnaround for food and beverage, and events. Bratcher indicated that they will continue to focus on cross-training to meet the business "pops" that occur with food and beverage service.

Bratcher noted that there are two weddings scheduled in August, and 28 other events are on the calendar. He explained that the new menu is doing well and that they will check with customers and make a few more changes. Bratcher suggested that they are focusing on food costs to be able to plan better for events. They have also brought in Cascade Lakes Brewery to see how they do. Bratcher cited that there is \$4,200 of unused minimums for the second quarter.

Bratcher stated that for June, the green fee revenue was just under budget. He noted that they have integrated with GolfNow.com to help fill spots, and they will be looking at past history and trends of other courses. Bratcher explained that cart revenue is up from budget and prior year with utilization at 56%. The driving range revenue was over budget by \$3,500 for June and almost \$17,000 year-to-date. Bratcher noted that merchandise is struggling and Noldge inquired if new members are told about the discount in the golf shop.

## Course Co Report/ Operational Update

- *Memberships-* Bratcher explained that memberships are flat at 260. He cited that 48% of cancellations are due to economic reasons. He also noted that there has been a net of 30 new members since January.
- *Maintenance-* Bratcher announced that Juniper is officially Audubon certified; there are only 22 certifications in the state. He noted that they are offering an Audubon daily fee special. Bratcher reported that they are utilizing liquid fertilizer and working to get rid of the Poa on the greens and tees.
- *Marketing-* Bratcher explained that they will be keeping the same marketing programs in place and working with GolfNow.com for tee sheet utilization. The July 4<sup>th</sup> celebration went well with a mix of members and non-members.

Neff reported that CourseCo is heading in the right direction and that about \$50,000 less than expected had to be pulled from the general fund for Juniper. Neff noted that the original budget numbers from the City were fairly aggressive and that since rounds have been flat, expenditure control has been very good.

## Membership Communications Plan

Bratcher provided a copy of the July newsletter and noted that it will be available on the web site, e-mailed and posted on the property. Bratcher stated that "member available tee times" and on-site events will be posted on the web site. Bratcher will also post a monthly managers report which will have some general financial information. Garney noted that she would like to see a sign posted on the window with the event that is currently in progress.

## COMMISSIONER/STAFF COMMENTS

Neff stated that he would like to do an update for Council on August 28<sup>th</sup>, 2012. He will have a draft presentation for review at the next Commission meeting. Neff suggested that the presentation focus on operational data and encouraged the Commissioners to attend. Neff noted that Councilor Boero has resigned from the City Council.

## PUBLIC COMMENTS

*No members of the public were in attendance.*

## ADJOURN

There was no further business. The meeting was adjourned at 2:52 pm.

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

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

23rd day of August, 2012.

  
Chairperson