



JUNIPER GOLF COMMISSION MEETING MINUTES

Date and Time: 27 September 2012; 2:00 pm

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

Commission Members Present: Paul Klotz; John Brenton; Don Noldge

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

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 present.

APPROVAL OF MINUTES

Approval of the minutes will be held until the next meeting. Members of the August 23rd meeting must be present to vote as a quorum and approve the minutes. Bailey will post the draft minutes on the web site.

DISCUSSION/DECISION ITEMS

Monthly Update and Review of August 2012 Financials

Bratcher gave an overview of the August financials noting that rounds were 7% under budget for the month. Bratcher explained that the hot weather was still affecting rounds and that they are looking at the rounds mix in comparison to the prior year to make improvements. Green fee revenue missed budget by 17% and late afternoon play had very low numbers. Brenton noted that smoke was also a factor. Bratcher stated that tournament rounds were up, clarifying that 16 players or more count towards tournament rounds. Neff asked about the number of days last year had the same hot weather.

Bratcher discussed cart revenues and explained that they exceed budget; the benchmark for utilization is 60% cart use per rounds of golf. Bratcher stated that public cart numbers are about the same as last year. The driving range missed budget by about \$1,600 and will drop off from both weather and from card sales being used up. Bratcher noted that merchandise was 31% under budget and that the blow out sale last year skewed the budget numbers. Lessons are doing well; Stuart will be leaving in October and returning next year.

Course Co Report/ Operational Update

Memberships- There are currently 252 members, with more social members this year. Last year there were 255 members. Klotz stated that members are "doing the math" and the social membership is a better deal. Brenton noted that the social membership fee makes the cost of rounds very competitive with other courses. Bratcher explained that the senior rate promotion is Monday through Wednesday with a cart for \$29. Bratcher stated that they will be looking at doing a wintertime promotion.

Food and Beverage- Food and beverage exceed budget by 10% with a significant increase in the event category, which was almost tripled. Bratcher stated that they will be launching a new menu in late October/early November. He reported that they had two weddings in August and will be doing marketing materials that focus on weddings. He noted that they have weddings planned for October and one in December. They will be focusing on upcoming holiday events and currently have 10 events booked. The restaurant will be promoting a holiday menu and they would like to have at least 15-20 holiday events. Bratcher explained that they have been working with the Bend and Redmond Chambers. Bratcher has asked Sysco to do a comparison of food pricing; Bratcher is also working on a rebate for food of about \$1,800 per month through the FSA program. Bratcher cited capacity of the facility at 65 in the small room and 135 for the entire facility.

Maintenance- Bratcher explained that they have resolved issues of dry spots and that they are doing aerification. He stated that they will be starting aerification maintenance on the fairways soon. Bratcher noted that the pathway on #9 is complete.

Marketing- Bratcher cited that the focus is on holiday events and weddings. Currently the in-house database has approximately 2,500 names and they have been sent the holiday menu. Klotz stated that he frequently talks with newcomers to the course and asked if there is some type of marketing effort that can be done with other courses.

Expenses- Bratcher reported that administration is \$7,000 under budget. He explained that maintenance expenses are over budget due to chemical purchases. Bratcher cited that total expenses for September are under budget.

Neff explained that overall CourseCo is holding to budget and that they are heading in the right direction. He noted that debt service is \$412,000 annually and that the City paid \$340,000 last year.

Renewal of Commission Member Terms

Klotz explained that if Garney and Saling want to stay on the Commission, they will automatically renew for four more years. Klotz inquired if Council was happy with Juniper's performance and Neff noted that they are looking at a 5-year financial model for evaluation. Brenton asked about financial data from other City-owned courses for comparison and noted Mint Valley, the City of Longview, WA and the City of Spokane.

Bailey will confirm term renewals in writing.

COMMISSIONER/STAFF COMMENTS

None.

PUBLIC COMMENTS

No comments were given.

ADJOURN

There was no further business. The meeting was adjourned at 2:49 pm.

Next Meeting: The next meeting will be 25 October 2012, at 2:00pm, at the Juniper Golf Course.

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

8th day of NOVEMBER, 2012.



Chairperson