



JUNIPER GOLF COMMISSION MEETING MINUTES

Date and Time: 23 June 2011; 2:00 pm

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

Commission Members Present: Paul Klotz; Pam Garney; Don Noldge; Bill Saling; Ed Boero, Council Liaison; Camden King, Council Liaison

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

CourseCo/Juniper Staff Present: Tom Bugbee, CourseCo; Bob Sommers, General Manager

Media/Others Present: None

CALL TO ORDER

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

PUBLIC COMMENTS

There were no public comments.

APPROVAL OF MINUTES

Noldge moved to approve the minutes of 26 May 2011, as written, seconded by Saling, motion unanimously passed.

DISCUSSION/DECISION ITEMS

Monthly Update and Review of Current Budget

Sommers reviewed the budget numbers citing that despite 13 frost delays for the month, greens fees and member rounds were up. He noted that it has been a good membership month and that the seasonal numbers are showing up in the revenue stream, with other revenues on target. Sommers explained that the cost of goods sold is trending to the planned objective and that they are moving through the old inventory. The Food and Beverage numbers are trending as planned with a new menu in May and pricing items at a 32% margin. Sommers stated that there will be new beverage pricing in mid July.

Sommers discussed the payroll numbers and explained that the staff level is appropriate for the weather and current business level. Klotz asked about seasonal hiring for the summer. Sommers explained that right now they are pleased with the staffing level and the performance of the staff.

Klotz inquired about the percentage basis in lessons and cost of goods sold. Bugbee explained that the reporting is on a cash basis and not accrual so the timing can skew the monthly numbers. He indicated that the year-to-date numbers reflect a more accurate picture and level any of the monthly skews. Bugbee further explained the Profit and Loss Statement, Ratio Analysis and noted that the target for Food and Beverage is 28.33%, but that 32% is good. Noldge asked about the accrual accounting and Bugbee responded that all of

their properties are on a cash basis. Doty indicated that he was happy to see such positive numbers for the month of May.

Managers Report/ Operational Update

Sommers explained that they are focusing advertising dollars on getting the word out about discounts for Redmond residents. They are collecting e-mail addresses and added approximately 700 in the past two months. Bugbee provided insight on the importance and sensitivity of early e-mail messages.

Sommers discussed the 4th of July event at the course and Klotz inquired about a contingency parking plan; Sommers will look into other parking options.

Sommers explained that they are looking to increase the service levels in the restaurant and are meeting with staff. He noted that the phone number is available at the 9th hole to call in to the bar area and order food. Noldge inquired about patrons under age 21 getting food at the bar area. Garney suggested that juniors get food from the outside window. Bugbee and Sommers discussed happy hour programs. Garney suggested hanging menus in the golf carts.

Sommers reviewed the course maintenance and noted that the condition of the course is very good. He stated that they are addressing the issue of the growing sage rat population. Bugbee stated that they require maintenance supervisors to track and chart soil sample analysis data and that a sample was taken. Noldge noted that players need to be properly repairing their ball marks and possibly adding signage as a reminder.

Boero asked about marketing for Fairground events. Sommers explained that they have several events already scheduled and that the new Catering and Sales person is monitoring events. Garney asked about shuttle service from the Fairgrounds to the course, and Sommers will look into this.

Sommers reviewed the membership numbers noting that 7 memberships were added in May.

Council Presentation for 28 June 2011

Doty reviewed the presentation that will be given to the City Council on June 28, 2011, which will include introductions, financial report summary, action items, the marketing plan, junior golf programs and future deliverables. He noted that the financials show a comparison to the budget and not the prior year as there were different operators with different accounting methods. Doty also cited that the personnel vacancies created a savings during the reporting period. Doty explained the action items of the Commission to date including the budget approval, marketing plan review, capital plan and reserve policy, as well as review of the golf cart lease. Doty gave an overview of the items that the Commission will continue to provide to the Council on a quarterly basis including financials, monitoring of the marketing plan and CourseCo contract elements.

Klotz suggested, and the Commissioners agreed, that Doty present the information to the Council and Klotz and Sommers will attend the meeting to assist in answering any questions. All Commissioners are invited to attend the meeting.

COMMISSIONER/STAFF COMMENTS

Noldge asked about resignations from the club and if there was any follow up to try and get members back. Sommers explained that they do ask members about reasons for terminating and many note age, changes in employment or that they have decided to quit golf.

PUBLIC COMMENTS

There were no public comments.

ADJOURN

There was no further business. The meeting was adjourned at 3:42 pm.

Next Meeting: The next meeting will be held on July 28th, 2011, at 2:00 pm at the Juniper Golf Course.

APPROVED by the Juniper Golf Commission and SIGNED by the Chairperson this 28th day of July, 2011.

PH. K. [Signature]
Chairperson