



JUNIPER GOLF ADVISORY COMMITTEE

December 12, 2017

Public Work, 243 E Antler Avenue, Redmond, Oregon

Committee Members Present: Tom Majchrowski, Don Noldge, Matt McGowan, Andrew Fitch
(*absent*) Pam Garney

Youth Ex Officio: Vacant

City Staff: Annie McVay, *Parks and Public Works Administration Divisions Manager*, Diana Shamberger,
Public Works

CourseCo/Juniper Staff: Travis Kane, *General Manager*, Michael Sharp, Lance Merrihew, *CourseCo*,
Chanaan Fasanello, *CourseCo/Juniper*

Council Liaison: Camden King (*absent*)

Visitors: Jason Neff, *City*, Dave Tarbet, *Redmond PD*

Media: None

(*The 3 digits after a motion title show the number of members voting in favor/opposed/abstaining.*)

CALL TO ORDER

Chair, Don called the meeting to order at 8:00 a.m. with a quorum of members (4 of 5) present.

INTRODUCTIONS

Committee members, City and CourseCo staff and visitors introduced themselves.

PUBLIC COMMENT

N/A

Proposed Public Safety Fee Presentation

Curtis Chamber from Redmond PD gave a presentation on how the proposed public safety fee related to improving safety for everyone in Redmond including the golf course. With the population in Redmond trending up so fast it's been difficult for law enforcement to keep up as the number of officers has not increased recently. The high cost of living in Bend has contributed to the rapid development growth and large increase in population. Tom asked if the retention rate for Redmond police officer was good and Don asked if PD has thought about encouraging more Neighborhood Watch programs. The presentation was followed up with a brief survey. The committee was in favor of the new proposed fee.

APPROVAL OF MINUTES

Motion 1 (4/0/0): Tom made a motion to approve the October 24, 2017 minutes as written, Matt seconded the motion. The motion passed unanimously.

DISCUSSION/DECISION ITEMS

1. Operational and Financial Update

Travis said there was good revenue growth in October over prior year with 13% over last year's numbers. Also, there were additional expenses incurred training new staff getting ready for the banquet season. November golf revenue was challenging with 2 weekends of play lost because of bad weather however there was good sales from food and beverage generated from the numerous holiday events.

Course Superintendent Update:

Chanaan shared that approximately 3 weeks ago all the well water pumps were removed along with a well motor. The estimate on repairing the well motor is about 2 weeks. Once the motor is repaired it will be replaced. Also, there are some holes in the pond liner that need repaired so staff is doing their best to keep the area clear so there won't be any further damage. Sometimes golfers wade out into the water to retrieve golf balls which can damage the liner. When the weather warms up and repairs have been completed they will fill up the pond and evaluate how well it will hold water. Going forward, Chanaan is hoping to work the cost of replacing the liner into the budget. He has finished preparing the greens for the upcoming potential snow cover, the blowout of the sprinkler systems went well this year, and the mechanic is working to make repairs on equipment during the slow season. Travis reported that the In-house Survey Cards for the most part had very good comments including positives for the Thanksgiving meal. Also, the last 2 mystery shops came back 98% & 100% positive. Matt asked Chanaan what his priorities were going forward. Chanaan replied that his main goal was to make sure that the course was adequately staffed. Chanaan clarified the question about the chemical treatment on the Po Anna grass in June that had created course issues over the summer. He told the group because the treatment got put down later than scheduled it allowed the invasive grass to grow unrestricted which resulted in the course becoming rough and bumpy.

Events and Communication:

The Thanksgiving banquet was very successful with 115 in attendance and 60 who attended the Monthly Dinner. For December, there was approx. \$30,000 in food and beverage revenue generated just in Christmas events. Good news for upcoming events, Juniper has secured the after party for the rodeo this year which will consist of 2 nights hosting the event followed by a third night of banquets in a row which is Easter. The proximity of the rodeo grounds being so close to Juniper will allow attendees to just walk to the event and lessen the need for extra parking. Travis assured the committee that there will be extra security for the rodeo event. Memberships sales have dipped a little bit coming into November with the need to suspend a few memberships because of a lack of payments.

2. Review Survey Results:

Pam who was absent at today's meeting joined the group conversation via a conference call.

The discussion started with:

1. ***“how would you rate the course conditions”*** Matt asked Travis if sand had been added? Travis replied yes. Tom felt that the application was not consistent. Travis responded that because of the high cost of sand there was a limited amount added and that it did not get put in all at once.
2. ***“how would you rate the restaurant”*** some comments fell into the mid-range but most felt the quality was good however there could be a wider selection of choices in food. Of course, cost was important.
3. ***“how would you rate the pro shop”*** overall results showed customers thought there was a good selection of product and customer service was rated excellent.
4. ***“how would you rate the staff at Juniper”*** Annie said ratings were mostly excellent.

5. ***“how would you rate the overall experience at Juniper”*** the biggest concern seemed to be the pace of play and the 2nd was the hill players felt needed to be removed on #6. The committee asked if it would be helpful to add more marshals to increase the pace of play and removing the hill was not financially feasible.

Lance replied that pace of play was a concern at almost all golf courses and that adding additional staff would not necessarily resolve the problem. He said CourseCo would carefully review the comments and work to solve those issues. They would also work towards educating golfers of Juniper’s expectation on the pace of play. There could also be other strategies put into place to create incentives to increase the pace of play. Travis explained the software program CourseCo uses to sell tee times during slow play times at the course.

6. ***“what do you like most about Juniper”*** there was a lot of very positive response for this question. Players like the location and said it was scenic along with competitive pricing. They felt the course was challenging enough and staff was friendly overall.

7. ***“what do you like least about Juniper”*** food concerns at the turn problems were discussed again. The group thought that marshalling could resolve some of those problems. Some members and CourseCo felt that some of the problems that have been brought to light with the survey could be resolved with a modest increase in membership fees. The group discussed the pros and cons on the idea and the timing of implementing the increase. A \$10 increase was proposed and would not be put into place during the winter season. Don was in favor of increasing fees across the board and not just to members. Andrew said that he felt that afternoon players are not that hard on the course. If the increase was approved it would be implemented around April 1st. At this time, CourseCo is still just considering the increase. Timing, perception, and the appropriate PR would be key. Members need to know how the increase in fees would be spent. If an increase is implemented it would yield additional staffing and maintenance for the course. Travis explained how the pricing tool Golf Now works. It’s a trade and barter online system. This online tool allows the course to be effective in selling really late games during slow times on the course.

8. ***“what is the biggest change you’d like to see at Juniper”*** there was a wide range of responses to this questions that the group for the most part had already discussed.

9. ***“are you” Redmond Resident 48.23%, Resident of Central OR (not city of Redmond) 41.13%, Occasional Visitor 5.67%, Frequent or Summer Resident 4.96%***

CourseCo indicated they were considering a modest increase in membership fees. The group discussed the pros and cons on the idea and the timing of implementing the increase. A \$10 increase was proposed and would not be put into place during the winter season. Don was in favor of increasing fees across the board and not just to members. Andrew said that he felt that afternoon players are not that hard on the course. If the increase was approved it would be implemented around April 1st. At this time, CourseCo is still just considering the increase. Timing, perception, and the appropriate PR would be key. Members need to know how the increase in fees would be spent. If an increase is implemented it would yield additional staffing and maintenance for the course. Travis explained how the pricing tool Golf Now works. It’s a trade and barter online system. This online tool allows the course to be effective in selling really late games during slow times on the course.

Don said the committee was is in favor of the \$10 increase in membership fees but wants CourseCo to bring back more information on the possibility of increased fees across the board. Lance said we really need to

Lance recommended a change for the golf committees audits. He felt there were inconsistencies in timing and thought that a change in frequency would be helpful. After the group discussed the issue they want to change the requirement to "a minimum of 4 times per year" to simplify the requirement.

The committee discussed adding a performance measure to have a monthly superintendent's maintenance-report added. The report would cover maintenance on greens, bunkers, course applications, etc. The report could then be posted on the web or even emailed to members.

COMMITTEE MEMBER – STAFF COMMENTS

CourseCo needs to come up with some ideas on how to improve the pace of play. Lance said that marshalling is just not an effective tool. He said that appropriate signage has been helpful at some of their other courses. He said he would work on bringing some new ideas back to our next meeting.

Annie said elections are coming up in January with no current openings on the Golf Committee at this time.

Next Meeting: January 23, 2018 at 8:00 a.m.

ADJOURN

With no further business, Don adjourned the meeting at 10:30 a.m.

APPROVED by the Juniper Golf Committee and SIGNED by me this 23rd day of January, 2017.

ATTEST:



Don Noldge
Chair

by G. Horney



Annie McVay
Parks/Public Works Administration Division(s) Manager