



JUNIPER GOLF COMMISSION MEETING MINUTES

Date and Time: 22 April 2014; 9:00 am

Location: Redmond City Hall, 716 SW Evergreen Avenue, Redmond

Commission Members Present: Paul Klotz, Pam Garney, John Brenton, Don Noldge

City Staff Present: Jason Neff, Finance/Budget Manager

CourseCo/Juniper Staff Present: Steve Bratcher, CourseCo

Media/Others Present: None

CALL TO ORDER

Paul Klotz called the meeting to order at 9:00 am.

PUBLIC COMMENTS (Items Not on the Agenda)

No members of the public were present.

APPROVAL OF MINUTES

MOTION: Noldge moved to approve the minutes of 18 February 2014, as written; second by Brenton, motion unanimously passed.

DISCUSSION/DECISION ITEMS

Monthly Update / Review of Financials / Operational Update

Bratcher highlighted the volatile weather experienced at Juniper since January and discussed how that has impacted golf operations. Temperatures were fairly consistent when comparing January – March 2013 to January – March 2014. However, due to larger clusters of bad weather, the course saw 37 days of 10 or less rounds from January – March 2014 versus 11 over the same period in 2013. As a result, for January – March, total revenue was \$49k less than the re-forecast and net cash flow was \$40k less than the re-forecast.

Year-to-date total revenue was \$65k less than the re-forecast yet net cash flow was only \$8k less than the re-forecast. CourseCo continues to place a high emphasis on controlling expenditures. The latest year-end forecast is to have an operational net cash flow of \$64k vs. the original re-forecast of \$70k.

Bratcher summarized the March 2014 Guest Survey results which showed an Overall experience rating of 4.74 (scale 1-5). Noldge suggested CourseCo look into more utilization of the patio fire pit to increase restaurant activity.

Bratcher summarized the SWEAT (Smile, Welcome them, Enthusiasm and Fun, Ask them to Buy, Thank them) customer service program. This helps remind employees how to approach their work.

Memberships are at a net positive of 2 year-to-date with a total membership of 244. Bratcher provided an update on the recently rolled out Black Card program, which is designed to add value to being a full member.

Bratcher highlighted several community programs including the Osprey pole/platform project, the Bluebird nest box project (collaboration with Obsidian Middle School 'Bring It' program), Kestrel nest box study and the First Green program.

Bratcher highlighted upcoming events (April – July). Bratcher announced that Juniper's Marketing Coordinator, Carol Burnett is retiring and Sheryl Mobley will be taking her place.

COMMISSIONER/STAFF COMMENTS

The commission had a brief discussion about what can be done to increase speed of play and improve the overall Juniper experience. The commission discussed marshaling efforts, more tee choice education and possibly clearing specific areas to "soften" difficult areas of the course.

Chairman Klotz noted Commissioner Saling's resignation and asked if the City could send a letter to thank him for his service.

Klotz asked whether Council is looking for another presentation from CourseCo and the Commission. Neff mentioned that no presentation to Council is needed at this time.

Bratcher recommended that we begin studying/looking into expanding the clubhouse/event space in order to accommodate larger events and increase revenue.

PUBLIC COMMENTS

None.

ADJOURN

There was no further business. The meeting was adjourned at 9:59 am.

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

_____ day of _____, 2014.

Chairperson