

# **Parks and Recreation Advisory Board Minutes**

## **November 19, 1998**

### **Item 1 Called to order by Chairman Lena Elliott at 12:00**

Roll Call

Board Members Present:                   Lena Elliott  
  Katie Kaufmanis  
  Dennis King  
  John Gormley  
  Karen Madsen

Staff Present:                                 Joe Stevens, Director  
  Don Hobbs, Asst. Director  
  Shawn Cooper, Park Planner  
  Doug Jones, Golf Course Supt.  
  Gail Woodmansee, Sr. Admin Secretary  
  Mark Achen, City Manager

Council Present:                             Jack Scott  
  Earl Payne  
  Mike Sutherland

### **Item 2 Approval of Minutes**

Karen Madsen moved and Katie Kaufmanis seconded a motion to approve the October 15, 1998 minutes.

Approved: Yes 5 No 0

### **Item 3 Public Comment**

None

### **Item 4 Golf Course Professional**

#### **A. Discussion with Jack Sommers**

Jack Sommers stated that the decision to leave Grand Junction has been a difficult one. Jack has been involved in the golf course operations for 18 years as a concessionaire and small business person.

Jack Sommers stated that he prefers the current set-up regarding operations utilizing a contract employee, in-house operations or management company. With a contract employee, "it's your nickel on the line and you are going to work harder and be more in touch." The trend however, is moving toward in-house operations. A number of courses have gone this way and they are happy.

Jack stated that the City of Aurora switched to in-house operations and is happy with the change. In regard to management companies, there are good and bad companies and each will have to be evaluated.

If opting to operate in-house, the City will need to offer jobs/wages equivalent to what other city employees are receiving. Since the golf fund is an enterprise fund and the fees need to be set to make money, the impact of the wages may require a cut in the maintenance budget.

Mark Achen asked about other risks related to in-house operations and Jack Sommers stated that 1) the political repercussions if it doesn't generate sufficient revenue, 2) if front end staff are compensated the service will be there versus a management company where service may be less.

Mark Achen asked what would need to be done to recruit a replacement if the contract is left as a concessionaire agreement and Jack stated the contract would have to be negotiated to include the driving range at Tiara Rado.

Lena Elliott asked if the City could run the golf tournaments and Jack said, "yes."

Lena stated that if operations were in-house, we would need to look for a golf pro that can teach but also must be a small business person. "How do you know you're getting your moneys worth?"

Joe Stevens stated that if in-house, the City would have performance standards the golf pro must adhere to and may require the pro to do more with the operations than teaching.

Dennis King inquired about the current merchandising, sales and competition and Joe stated there are more businesses competing for the same golf merchandise dollars and this has had an impact on merchandise sales.

Mark Achen asked how Adobe Creek and Chipeta Golf Courses have affected the golf operations and Joe stated that they have had an impact. That was one reason focus groups were utilized in 1992 and why fees and season ticket classifications were adjusted. Lincoln Park and Tiara Rado are still an excellent value and product.

Jack Sommers provided sales incentives to personnel in the golf shop. Jack suggested changes to the contract and concessions at Lincoln Park to include reducing the percentage of merchandise sales. A 5% fee to the City makes it difficult to make money. A percentage of the driving range revenue at Tiara Rado and a reduction in merchandise percentage would be helpful. Lincoln Park has out performed Tiara Rado because of the driving range. The only significant revenue at Tiara Rado is from golf cart rentals.

Earl Payne asked if the City should contract out the merchandise portion of the golf operation and Jack Sommers stated that if the operations are in-house, a person should be assigned as merchandise manager. A large amount of merchandise sales are tied to tournaments and tournaments are key to the revenue stream. The marketing expenses are minimal as the courses sell themselves.

Mike Sutherland asked if the RMO would leave Grand Junction if Jack leaves and Jack stated that he did not feel it would leave. This is part of the rumor mill and the RMO is on the tournament list for 1999.

The Parks and Recreation Advisory Board would like to recognize Jack Sommers for his years of service to the golfing community and would like to hold an open house at Tiara Rado.

There will be a golf management company in Grand Junction, Wednesday, December 2, to give a presentation to the Parks and Recreation Advisory Board.

**B. Status Report**

Joe Stevens stated that the department is working on the transition. Golf carts are being negotiated; a settlement is being worked on and will effect the budget. Joe will be meeting with Jack's current staff members.

**Item 5 Latest Draft of CSL Study**

Lena Elliott asked Council if they wanted to move the Two Rivers Convention Center improvement project time line up and Council wants to think it over.

Joe Stevens stated that the CSL study will be finalized and John Kaatz (CSL) will be back to make the final presentation in January.

Lena stated that Council may choose to phase the project and the Downtown Development Authority is discussing this option. Joe stated that we need to keep the Horizon Drive aspect in mind when reviewing the study.

**Item 6 Minutes – Other Agencies**

No comments.

**Item 7 Monthly Staff Reports**

No comments.

**Item 8 Correspondence**

- A. Letter to golfers – three were 15 responses to the letter.
- B. The donation of art and/or funds for the 12<sup>th</sup> Street roundabout, the City did not feel they could raise the funds. Mr. Archuleta would pay to lease the art piece for a year. This item would require a smaller group to meet on the issue.

**Item 9 Other**

**Item 10 Next Meeting – December 21, 1998**

**Item 11 Meeting adjourned at 1:42 p.m.**

Respectfully submitted,

Gail Woodmansee  
Senior Administrative Secretary  
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