



**City of Albuquerque
Municipal Golf Advisory Board March 2014 Minutes
Meeting Held: 05/15/2014
Location: Los Altos
Golf Course**

Members Present	Concessionaires	Staff Present	Members Not Present	Public
Los Altos Men's, Gerry Quinlan	Tony Hildago	Superintendent, David Salas	Arroyo Del Oso Men's, Dennis Vigil	John Allen Los Altos Golf Course Supervisor
Los Altos Women's, Elaine DeLand	Todd Kersting	Asst. Superintendent, Tim Martinez	Ladera Men's, Henry Lucero	Margarett Terpening
Ladera Women's, Linda Knight		Retail/Revenue Supervisor, Carlos Villanueva	Arroyo Del Oso Women's, CeCe Thompson	Beverly Quinlan
Youth Golf, John Perner		Admin. Asst., Melissa DeHerrera	Puerto Del Sol Men's, Rusty Arrighetti	
Senior Golfer's, James Crane				
At Large, Dan Shipman				
Puerto Del Sol Women's, Jean Maher				

Meeting was called to order at 3:07pm by John Perner.

Minutes

March 2014 meeting minutes were accepted by Jean Maher and then second by Ms. Deland (all in favor of minutes-passed.) There were no April minutes due to no Quorum.

Introductions

John Perner opened the Golf Advisory Board (GAB) meeting dialog and introduced everyone in attendance which included; Board Members, Concessionaires, Special Guests and General Public that were in attendance. John Allen was introduced to the GAB as the Supervisor for the Los Altos Golf Course.

Golf Management Updates

Personnel Updates

Dave Salas: Introduced John Allen as the new M14 Supervisor at Los Altos Golf Course. There is still an open position for a M14 Supervisor at Puerto Del Sol and one Utility repairer at Los Altos and Puerto Del Sol. Three out of the seven Adecco temps are working and two APS Interns were also hired. The Seasonals hiring did not do so well. The Interns are APS interns and one is placed at Puerto Del Sol and one at Ladera. Dave is working with Sherri Hines to get two more APS Interns so we can staff one at Arroyo Del Oso and Los Altos Golf Courses. The APS Interns only do real basic light jobs duties such as: pruning and changing holes. The State is paying for the interns' services. Dave touched base with Gerry Wolfe Asst. Director, earlier about having inmate workers at the golf courses. Right now there is only one crew and they are very involved with Open Space. So timewise, not sure when we will be getting the inmates to come out and work on the golf courses. Cost for inmates per day is \$300. This will cover their transportation, security and a small salary. The difference between City's seasonal/temp is that we pay \$8.60 per hour and only work them a max. of 20 hours per week. The Adecco temps get paid \$8.60 per hour thru Adecco and the City is charged \$12.10 per individual. The extra \$3.50 that Adecco charges are for taxes; workman's comp and back ground checks. Each Adecco employee must pass a back ground check and have no traffic violations. They must also have a valid driver's license.

John Allen: John opened up by saying that Los Altos was a great golf course and the people were also great. John has had a smooth transition and has a good crew. John worked at Marty Sanchez Golf Course for around 15 years and at Panderies for 4 years. John was glad to be here.

Quinlan: Who pays for the staffing of the APS interns? Do they have to pass a back ground check?

Deland: Inquired on the difference between seasonal/temp and temp agency help.

Budget Status

Tim Martinez: Reviewed the following data: April FY/14, Golf Rounds decreased by 5.62%, Revenues decreased by 1.78%, Golf Pass Revenue decreased by 5.73%. Year to date (greens fee) revenue decreased to 2.26%. Tim said that it has been good January, February, March and April even thou April had a cold snap and winds this year. Revenues down by 1.78% are not too bad, even with all the renovations going on. The back 9 is closed now at Ladera. The 18 vs. 9 holes break out was not ready, but will be available at the next GAB meeting.

Quinlan: what would be the impact on Ladera when Chamisa Hills opens?

Dave: Chamisa Hills has got a long way to go yet; they are working on the water pricing and have closed down their north nine and they are private club. Dave believes that Ladera will not be impacted too much.

Golf Advisory Board (GAB) Member Comments

Quinlan: Mentioned that he has not been on the course for a while. Have the nets at Los Altos been fixed on #3 and #8? Also asked if the net between #8 and the driving range is ok? Quinlan mentioned again on the 3 to 6 month passes. Information on statistics or maybe UNM has information on a break out of pricing. The Los Altos men's association was requesting information on this subject. How were the prices figured? Quinlan hasn't played golf in around 5 months. Course looks really good. Front office people are very nice.

Dave Salas: The nets have not been fixed as of yet; To better answer of Quinlan's question nets on #3 have not been repaired yet. Confirmed with Valley Fence has ordered the reinforcing cages which go into the ground to hold the steal galvanized replacement poles that are replacing the wooden ones that are in use now. Replacements of poles will take place the first week of June, 2014. There will be replacement of 9 poles, new cabling, and net repair on #18. Repair of the gaper hole on #16 will also take place. Valley Fence was given plans we already had for the #14 project and repairs done on #16 and #18. Back in December or January a boom lift was rented and net was repaired on #8 and on the driving range. Dave mentioned that if the GAB would like to make a recommendation on 3 or 6 month passes they can go out and get information and bring supporting documentation from other courses so that he could show them to Barbara and she can make a recommendation on the City Council agenda.

Hyso does the promotions for the Parks and Recreation division as a spokes person. Senior and PM pass holders are the highest used passes for the golf courses. Today we are doing just under \$249,000. No funding to hire a marketing analysis person. The initial closure for Ladera back nine was the day after Easter. 90 days reopening around July 18. Spoke with James about germination. Ladera crew was going around seeding the bigger bare spots mainly around the # 14, 15, 16, 17 and 18 then on to seeding the smaller areas around the course. The PDS crew has been fertilizing the, fairways, tees, greens and driving ranges. Dave will talk to the crew at PDS about a walk path on #7 par 3, the walk up from 6-7. Vibratory Rollers are very pricy not in budget to buy

Tim: Answered if we do go to a 3 to 6 month pass what would the premium be? Where would that group lie? If the GAB would make a recommendation under the umbrella of the annual passes then a recommendation could be made and be heard by City Council for approval. Tim asked Linda if she was asking about the number of rounds that annual pass holders play each year. Tim said that he handed out FY13 data that was given out last July on this subject. To answer Linda Knights question about pass holders there are roughly 300 maybe a little more. This could be a stronger request coming from a GAB member.

Crane: Said that in November and March GAB meeting, the 3-6 month passes were discussed. Crane mentioned that we are here to help build business at the golf courses. What does the marketing person do? Is there someone that will come in to do a marketing analysis. Heads greens keeper is working hard and curious about the timing for opening for the back nine.

Deland: Asked how many pass holders play on average?

Perner: Golf management does not have the resources or man power to gather information to change the golf prices or add additional passes such as 3 or 6 month. The Chief Operations Officer, John Soladay figured out all the calculations on golf passes 3 years ago. Could we go back to Soladay to see if we can look at pricing and marketing? The first goal is to get new

younger players who would benefit from the First Tee program. Perner suggested that someone go to UNM and maybe ask a marketing professor to do such an analysis, this might be free labor for a class project? Perner will call someone to see if maybe a professor can assign a class for such a project.

Knight: Linda was inquiring on how many pass holders we actually have. Linda has ideas with put and chip contests for the young players. Knight said that she has heard that Ladera has become terminal.

Maher: Weed control looks real good at PDS. Question on #7 par 3, the walk up from 6-7 is there any way you can put a path?

Old Business

Perner: POS update

Tim: Siriusware has been installed at PDS April 18, 2014. We hope to be moving on ADO and Ladera. We are working out all the bugs.

Maher: Concerned about paying for lessons with the new POS system, it added tax.

New Business

Dave: Back in April there was a group of player's that ended up in verbal violence on the Golf course. All we have is the Basic Policy in our Operations Manual; Page 4 Conduct of Players. The players that were assaulted and the pro-shop asked if the GAB could review the Operations Manual, maybe the board can look and suggest different verbiage or change Code of Conduct.

Shipman: Does the City have an Attorney to go thru?

Crane: mentioned that in Santa Fe there is a City Ordinance about code of conduct.

Allen: Mentioned that Marty Sanchez Golf Course got a City Ordinance passed about Code of Conduct. This gave them the right to ask violators to leave per City Ordinance.

Meeting was adjourned at 04:35pm.

June 2014 meeting will be held Thursday, June 19, 2014
at Arroyo Del Oso Banquet Room, commencing at 3:00 o'clock.

Approved by: _____
John Perner, Vice Chairperson