



City of Albuquerque

Municipal Golf Advisory Board February 2016 Minutes

Meeting Held: 5/19/2016

Location: Arroyo Del Oso

In attendance:

Beverly Quinlan	ADO Women's	David Salas	COA Golf Management
Lucy Grey	Los Altos Women's	Tim Martinez	COA Golf Management
Sharon Harrington	Ladera Women's	Christine Allison	COA Golf Management
Jean Maher	PDS Women's	Malia Tafoya	COA Golf Management
Paul Bernier	Los Altos Men's		
John Perner	Youth Golfers		
Bill Harvey	Ladera Concessionaire		
Todd Kersting	PDS Concessionaire		

Meeting was called to order at 3:01pm by John Perner.

Introductions

John Perner opened the Golf Advisory Board (GAB) meeting dialogue. We went around the table to have self-introductions of everyone in attendance which included: Board Members, Concessionaires, and City Staff.

Minutes

There were no minutes to approve as there was not a quorum. February meeting minutes were not approved as they were unavailable however will be approved at the next meeting with a quorum.

Public Comments

Dana Learner and Brian Rick from Sun Country were in attendance. Sun Country PGA Junior Golf wants to add Albuquerque City courses as part of the junior tour. They work with the Concessionaires normally but have been referred to this type of committee. The junior tour would be interested in the process to request reduced fees.

John Perner: For reduced fees, you would need to talk to Golf Management, and request it through them.

Bill Harvey: Volunteered Ladera Golf Course for the junior tour.

Golf Management Reports and Updates

Personnel Updates

David Salas: We have a vacancy at Los Altos for Mechanic that has been interviewed for, and a recommendation for hire will be forthcoming this week. We are waiting for H.R. before making an employment offer for the Irrigator position also at Los Altos. Due to an internal promotion ADO has a vacancy for an Equipment Operator, we are waiting for the position to be released.

Rounds and Revenue

Tim Martinez: We are in the final two (2) months of the fiscal year. Overall rounds are down with the exception of Puerto Del Sol. Revenue is holding.

John Perner: Spoke about a golf course at Grand Canyon University that was purchased and turned around.

Much discussion was held regarding inaction by the City to pursue the Board's suggestion for rewards programs, membership programs, and marketing. Board members aired their frustration for the City not acting on the suggestions of the UNM Study. The Board members stated they were led to believe that the new marketing person would be given the UNM Study and that their ideas would be passed along as well. It was also mentioned that the marketing person that was supposed to come on board and address Golf's declining numbers was ultimately not funded and nothing was done. They are frustrated and believe not one single action has resulted from the committee's input. The Board made a recommendation to the City to mimic Sandia that was shot down. The Concessionaires need to come together to get a new program to stay competitive. We need to get communications going and generate excitement for the courses. The Board believes that if the City does not want to follow the suggestions of the UNM Study then maybe we could do a new one. The newest concessionaire conveyed that although he too was frustrated with the City prior to becoming a concessionaire, he now knows the limitation of the City due to budget constraints. He believes that the people at Sun Country PGA could be a valuable resource for the City. The City needs to be competitive with the tribal golf courses and need to have some type of membership program/loyalty program that would give an incentive to play City courses.

Concessionaire Comments

Todd Kersting: Night range electricity being worked on.

Bill Harvey: Hiring a consultant that is not in the industry is of no benefit. If you go outside of Golf, this isn't the Bio Park or the Zoo, you cannot run it the same way. People are carrying thousands of dollars in equipment on their backs to play this game. They don't do that to go look at an animal so you cannot run it the same way. We have great resource with the PGA, Sun Country section. They are the ones who would be the most helpful to the City. They should be utilized. The City is trying to put the Golf courses at the top of the list. I think their hands are tied.

Sun Country : It's a proven fact that Golf Association members will spend more time and money on that course, then anyone. Those are the people that turn into lifetime members.

Bill Harvey: Worked at a place that used to give out a free round to pass holders that could be given to anyone. They would bring a friend, and in turn generate new interest in the game.

Golf Advisory Board (GAB) Member Comments

Paul Bernier: Happy the ponds are staked, bunkers are dressed up, and everything looks good.

Beverly Quinlan: ADO Greens are bumpy. Tracking scores on kiosk seems to be a problem.

Jean Maher: Puerto looking good. Asked players if there were any issues and other than the pot holes in the parking lot, there were none.

Lucy Grey: Los Altos looks good. Perhaps mow-over stakes could be used.

David Salas: Barber poles might be an option.

Old Business:

David Salas: Los Altos Well, no change.

New Business:

Fee Increase: Defer to next meeting.

John Perner: 2 years ago went through a rate increase. He is not behind it unless a loyalty program is included.

Meeting Adjourned 4:

Approved by: _____

John Perner, Acting Chairperson

Next meeting on June 16, 2016 at Ladera.