**City of Albuquerque**

**Municipal Golf Advisory Board October 2015 Minutes**

**Meeting Held: 10/15/2015**

**Location: Arroyo Del Oso**

In attendance:

James Crane Senior Golfers David Salas COA Golf Management

Rusty Arrighetti PDS Men’s Tim Martinez COA Golf Management

Elaine Deland Los Altos Women’s Malia Tafoya COA Golf Management

Margarett Terpening Public Jen Samp COA Marketing

Gerry Quinlan Los Altos Men’s Christine Allison COA Golf Management

Jean Maher PDS

John Perner Youth

Tony Hildalgo ADO/PDS Concessionaire

Sam Zimmerly Ladera Concessionaire

Tod Kersting PDS Concessionaire

Meeting was called to order at 3:05pm 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, Public and City Staff.

**Minutes**

The minutes from the September 2015 GAB were requested to be revised as follows:

**Elain Deland:** Was not in attendance of the September 2015 meeting.

**Gerry Quinlan:** Do not summarize the minutes too much. I think the things that people say needs to be clearer what their intent was.

**Public Comments**

**Margarett Terpening:** in the last 2 weeks I’ve played PDS, Los Altos, the Dam 9 and the Executive at Los Altos and all are in excellent shape. I played PDS today and arrived at 7:25 am, and there were 3 of us and they knew we were there and they put a five-some in front of us. It took us 2 ½ hours to play. We waited on every single shot.

**David Salas:** A five-some teeing off at 7:15 am not typical?

**Todd Kersting:** Not typical or normal. I Will check into why they this happened.

**Golf Management Reports and Updates**

**Personnel Updates**

**David Salas:** ADO got their Mechanic on October 18, 2015. Utility Repairer will be vacant due to a promotion. One Equipment Operator will start in November. The 2nd  Operator position, we are waiting on documents. The position was offered to him. PDS will have a vacancy due to a transfer. Los Altos, the Assistant Supervisor, M13 position applicants are being reviewed by H.R. The Ladera M14 position closed and interviews were done. An offer will be coming this week. Goal is to get all positions filled by Christmas.

**James Crane**: How many pieces of equipment are broken?

**David Salas**: Machines that are broken 6-7, 3 carts, 2 tractors and a loader tractor need repair.

**James Crane**: Is that common for that many pieces of equipment to be broken?

**David Salas:** With them not having a Mechanic on staff it makes it difficult. We are subbing out the repair work to Toro and the Rent-a-Tec program.

**Gerry Quinlan:** I don’t remember, obviously Loisel is there, and it’s all completed right?

**David Salas:** Yes Loisel is the Supervisor, and the Assistant Position is what we will be interviewing for.

**Rounds and Revenue**

**Tim Martinez:**  We finished strong in for the 1st quarter. Rounds up a little bit. Total revenue up 7.62%. Ladera, PDS continue to be on the uptick. ADO, and Los Altos continues to be under. Overall, a good 1st quarter.

**John Perner**: Are we trying to still get a 9 holes added on to that or is it a dead issue?

**Gerry Quinlan**: Tim gave me all the raw data. As long as we are on this though, I have looked at it long enough to know the data is probably in there but if we take the time to identify and categorize 9 hole rounds vs. 18 vs. replays vs dam 9 etc., Is Golf Management or the City going to be able to analyze that data and produce reports for us or is this an exercise in conjecture?

**Tim Martinez:** I would think that once we figure out the format we can go from there.

**Gerry Quinlan:** That wasn’t quite the question.

**John Perner:** He is asking, once we know the feedback, will someone do anything with it, or are we wasting our time?

**Tim Martinez:** What are you thinking about?

**Gerry Quinlan:** I think the patterns are in there. Basically you gave me a data dump of all the income register for a period of time. So if I, or we, go through and identify how to categorize those things, because nobody is going to go through this by hand and produce a report each month or every quarter; that would just be ridiculous. Is the City or Golf Management going to be able to provide a computer person that would produce reports from that? Because identifying them by hand as far as producing usable reports would not be feasible.

**Tim Martinez:** I would say it’s a 2-step process. When you come down, we can take a look at the data and whatever format comes from that would have to be a manual process.

**John Perner:** Maybe programming can look at it?

**Tim Martinez:** It would be a request through IT and go through the software company.

**Gerry Quinlan:** You are telling me the City doesn’t do their own programming?

**Tim Martinez:** No it’s a software program that comes with report manager features. That is what I have access to.

**Rusty Arrighetti:** To what end, why are we doing this?

**Gerry Quinlan:** I guess I think we might have a better idea how to promote golf. From this we don’t.

**Sam Zimmerly:** We want that information, and know how to pull that out.

**John Perner:** Maybe the City can get with the concessionaires and get a report from them.

A question was asked about the $325 pass.

**Jen Samp**: Since we last met, I started a Facebook website. What you are looking at is basically who follows golf on your social media page. 39% people reached; 28% are fans. 28% are people that actually follow the page. That 39% are people who see the page from their friend’s page. There is 61% of men reached vs a 39% of women reached. If you look at the bar graph, the ages are 25-34, the next range is 35-44. It should not be surprising that people who use social media are younger. This is who we are marketing to. As far as trying to spread the word about our courses to other locations…Odessa, Midland, Texas. What do they have in common they are all oil towns. They come here, and are for business and are interested in our courses.

**James Crane:** These are the people who click “like” and follow the golf courses?

**Jen Samp**: Yes they click “like” and want to follow city golf courses. I can speak directly to them.

**James Crane:** How many said like? 247?

**Jen Samp**: No, 247 have been reached by our posts. People who clicked “like” about 107-108. Just wanted to give you context of who is interested in our golf courses on line.

**Gerry Quinlan:** Time period?

**Jen Samp**: 28 days.

**Gerry Quinlan:** Midland, Odessa, Houston all connected by Southwest Airlines.

**Jen Samp**: Yes.

**James Crane:** We have no way of knowing if they decided to play golf because of Facebook?

**Jen Samp** Depends, you can decide if they check-in. So the people who see the post had check-in; whether it’s a click to action.

**James Crane:** Have there been an increase in hot dog sales?

**David Salas**: No.

**Jen Samp**: Unless we say mention this ad, then we can track them. The goal is to have people look and be aware of our courses.

**Jean Maher**: Can we do a survey?

**Jen Samp**: We can do a survey monkey.

**Concessionaire Comments**

**Sam Zimmerly**: Percentage of increase 19% 9-holes. Oct –Dec people want to see new carts.

**John Perner:** It would be nice to know are people replaying? Are they happy?

**Sam Zimmerly**: Weeds to dirt, now we have 5ft tall weeds. We need to flail them down and remove them.

**James Crane:** Is there a leaf rake machine there; could you run that through those roughs and pick up all that hay that is still lying there?

**David Salas:** We can check into it.

**Gerry Quinlan:** UNM is the same way, native areas tall.

**Sam Zimmerly**: Water the edge.

**Tony Hildalgo:** Monday will be final vote on Liquor sales.

**James Crane:** What is the status of your equipment at the restaurant?

**David Salas:** Nothing yet.

**Tony Hildalgo:** State re-drew Ordinance to utilize the whole liquor license to sell spirits, asking Council to mirror the state Ordinance .

**Todd Kersting:** Students who are raising monies for charity. Sponsors may want to have drinks, may get us competitive to have charity events. Speaking of 18 hole play, replays a few years ago were 10-15% at PDS. We need to figure out a price structure after 9 holes to get them to stay and play. To be known within the 8 hotels in ¼ mile to be known as no shirt, no shoes, no problem creates a dialog with hotels.

**Golf Advisory Board (GAB) Member Comments**

**Elaine Deland:** Thank you David for marking off parking spot.

**Jean Maher:** Hazard markings were down, now they are back up.

**John Perner:** Speaking of color…4th tee color? Are we trying to get that donated, painted, is that in the works?

**David Salas:** I’m fine with that. I just need the go-ahead, I’m okay with the material.

**Sam Zimmerly:** 4th tee, would have to re-rate, mark.

**David Salas:** The markers we make.

**James Crane**: In the case of Ladera, what Sam is saying is that there is no room to put those women’s tees on those.

**David Salas:** We can cut areas.

**John Perner:** So we would have to re-rate and we would provide tees and markers.

**Rusty Arrighetti:** Is it expensive to re rate course?

**Gerry Quinlan:** Sun Country does not charge to re rate the course.

**David Salas:** If a course has recently been re-rated then maybe they would charge.

**Rusty Arrighetti:** Outside of some weedy areas everything is nice.

**James Crane:** Greens at Ladera are bumpy. Can they be rolled?

**David Salas:** We do not have a roller, the type of greens roller that typically most courses have. I know part of what you are seeing is part of that weeds burn out?

**James Crane:** No, that’s not it. It’s holes that have not got filled in. And your ball rolls over them. Irrigation system seems to finally be doing the job. It’s been 2 years and it’s either the rain or the irrigation system because the course is green.

**David Salas:** I’ve really been pushing on James and Chris to identify those standing water areas. Every time I go out, I look for wet spots.

**James Crane:** If I had to make a choice between wet spots and a dried out course. I’d take the wet. Speaking of wet spots, at the top of #6 there is a hole that has a post in front of it so you can’t drive into it. But I don’t understand why someone doesn’t fill it with dirt. Right at the top of the hill is a hole that is holding water. There is a post in front of it to keep people from driving through. About the only people who drive through are the guys with the mowers. That’s the worst part about the wet spots is not the people with the golf carts, but the people with the mowers who run through them and tear them up.

**Sam Zimmerly**: Signage looks bad. There is a mound of dirt at the base. They are all “no signs,” Don’t do this, don’t do that.

**David Salas:** We will take a look.

**Jean Maher:** PDS in good shape.

**Gerry Quinlan**: Los Altos generally in good shape but part of the green in the middle to late summer was due to weeds. Now the weeds are dying, the foliage is shrinking, getting holes. This seems like the perfect time to re-sod. I’m talking about the fairways and tee boxes. The weeds are dying out and there is going to be bare places. It would not take a lot of sod.

**David Salas:** We do have a sod cutter,

**John Perner:** Be nice to have an area.

**Gerry Quinlan:** Wednesday tournament at Los Altos, a ball was hit into the rough and ball was ran over. Carts terrible, cosmetically poor, transmission going out. Los Altos carts are quitting on golf course. Not much enthusiasm about the 4th set of tees. Only received one email, no other response. Mowing on Wednesday of last week, mowed wet grass.

**Old Business:**

**David Salas:** City in negotiation with Water Utility Authority. Requesting a permit to relocate well. We are trying to find 1-2 million to pay for the new well.

**James Crane:** Old Well?

**David Salas:** Nothing directly with Water Utility Authority, mentioned to Garry. Not sure if that is feasible. Issues are property and assets. Infrastructure went to Water, water rights are a property asset. Had a meeting with Water Utility Authority, they didn’t want us to draw water, it’s a legal battle.

**James Crane:** Why doesn’t someone go to the newspaper?

**David Salas:** Argument is about property assets.

**Gerry Quinlan:** Open meeting act doesn’t apply, not until the permit is posted.

**David Salas:** RFP is out. Closes end of month. Ahoc committee to assemble after it closes by mid November.

**James Crane:** Who is on the Adhoc Committee?

**David Salas**: Gerry, Tim, Matt Long, Matt Whelan, Oliva Padilla Jackson and Elaine Sacoman.

**Gerry Quinlan:** Sunday, you said it would be in the paper, I could not find it.

**David Salas:** I saw a link

**James Crane:** I want the link.

**New Business:**

Getting the Board back to capacity. We have individuals serving that are retired.

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| **Current Membership** | | | |
|  | **Representing** | **Name** | **Term** |
|  |  |  |  |
| 1. | Arroyo del Oso Women's | Mrs. Beverly J. Quinlan | 12/31/2017 |
| 2. | Arroyo del Oso Men's | Mr. Dennis A. Vigil | 12/31/2015 |
| 3. | Ladera Women's | Ms. Linda L. Knight | 12/31/2015 |
| 4. | Ladera Men's | Vacant |  |
| 5. | Los Altos Women's | Mrs. Elaine C. Deland | 12/31/2014 |
| 6. | Los Altos Men's | Mr. Gerry Quinlan | 12/31/2015 |
| 7. | Puerto del Sol Women's | Ms. Jean Maher | 12/31/2014 |
| 8. | Puerto del Sol Men's | Mr. Rusty Arrighetti | 12/31/2015 |
| 9. | At Large | Vacant |  |
| 10. | Senior Golfers | Mr. James D. Crane | 12/31/2015 |
| 11. | Youth Golfers | Mr. John Perner | 12/31/2013 |

**David Salas:** Met with Rio Grande Rewards. They are a text based outfit. You would sign up with rewards, punch in cell phone number and before leaving a text would be sent.

**James Crane:** Cost?

**David Salas:** Cell Service.

**John Perner:** Doesn’t generate membership. Based on UNM study we want to be a membership of 4 courses. $150.00 reduced rate is totally different than what the board wanted. Let’s compare what we proposed, rewards versus membership.

**James Crane:** When will we know who runs Ladera?

**David Salas:** Mid November

**Sam Zimmerly:** We have had calls, current RFP states 500k in banquet sales, for that reason I think the RFP should be thrown out.

Motion to adjourn by James crane and seconded by Gerry Quinlan at 4:41pm.

October meeting will be held Thursday, November 19, 2015 at Ladera Banquet Hall commencing at 3:00pm.

Approved by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

John Perner, Acting Chairperson