



City of Albuquerque

Municipal Golf Advisory Board February 2016 Minutes

Meeting Held: 02/18/2016

Location: Arroyo Del Oso

In attendance:

Rusty Arrighetti	PDS Men's	David Salas	COA Golf Management
Elaine Deland	Los Altos Women's	Tim Martinez	COA Golf Management
(Lucy Grey – GAB Applicant)		Christine Allison	COA Golf Management
Gerry Quinlan	Los Altos Men's	Malia Sanchez	COA Golf Management
(Paul Bernier – GAB Applicant)			
John Perner	Youth Golfers		
Beverly Quinlan	ADO Women's		
Todd Kersting	PDS Concessionaire		

Meeting was called to order at 3:03pm 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

A motion was made by Rusty Arrighetti and seconded by Beverly Quinlan to approve the November 2015 minutes.

Public Comments

None

Golf Management Reports and Updates

Personnel Updates

David Salas: Since our last meeting we have had two (2) promotions for Assistant Supervisors, one at Los Altos and one at Ladera. The employee promoted came from Los Altos. The Mechanic from Los Altos is now the Assistant at Los Altos, and the Irrigator from Los Altos became the Assistant at Ladera. Both positions have been posted, and we also have a vacancy of Utility Repairer at Ladera due to a transfer over to Puerto. This past Tuesday we had interviews and a recommendation for hire for the Utility Repairer position, it is now over at H.R. awaiting approval. We are down to three vacant positions. Internal promotions are good.

Gerry Quinlan: What is the name of the new Assistant at Los Altos?

David Salas: Mark Jinzo.

Rusty Arrighetti: We are staffed at Puerto?

David Salas: You are fully staffed at Puerto.

Rounds and Revenue

Tim Martinez: I am encouraged, even though our rounds are down our total revenue is hanging in there, .72% in the black and the greens fees revenue. With a warm spring already I think we are going to have a really good season.

Rusty Arrighetti: Where does the additional revenue come from?

Tim Martinez: Additional Revenue? I don't know that I would say additional revenue.

Rusty Arrighetti: We are 6,000 rounds below last year and a percent above in total revenue. Is that just due to the increase in green fees or things like that which we got a couple of years ago?

Gerry Quinlan: Look at the passes, the formula. Increase in passes.

Tim Martinez: I was just going to say that.

John Perner: I think the rates have been in effect since two years ago. We don't have any new type of passes?

David Salas: No, just the regular, senior, etc.

Gerry Quinlan: I heard yesterday about some new plastic gift cards at least at Los Altos they are starting to issue them.

Tim Martinez: Those have been in effective for a while. Los Altos was the Golf Course that came on in the end that might be why you hadn't heard of them until now.

Gerry Quinlan: These replace the old gift Certificates?

Tim Martinez: Yes, The greens fee gift cards that we use to sell.

Gerry Quinlan: When we have a tournament, we used to give out Los Altos gift certificates; there was just a piece of paper in a box. How does the new plastic gift card compare in terms of what you can use if for?

David Salas: We have two different types of cards. One is for use everywhere and tournament cards. Each concessionaire has their own tournament cards. The card will be mostly encouraged to be used for

carts, apparel, goods, food and beverage. It will work for greens fees but it is not noted on the card as that, there is a regular gift card. Say you want to purchase a gift card for your dad, that card would be good for everything and for everywhere. The cards are interchangeable and good for all the amenities we offer.

Elaine Deland: How did we use to do it?

David Salas: We use to have a greens fee only card.

Elaine Deland: Now you can go in a buy a gift certificate?

David Salas: You can buy a gift card that has an electronic strip on it and the Point of Sale will actually reduce balance as it is used. It is more modern.

Gerry Quinlan: These cards will be used and then green fees go to the City, and something else goes to the concessionaire?

David Salas: Yes, it is set up for whatever the type of purchase is.

Rusty Arreggetti: Just a point, the Gift Certificate cards that you received from a tournament are course specific or no? If I get a \$100 gift certificate at Puerto can I use it at Los Altos?

David Salas: You can but we try to encourage you to use it on the course that the tournament was played and won because the tournament is played at the home course. The system does not know where you are, it just knows the balance in the bucket.

Gerry Quinlan: That's interesting, because let's say if we had a tournament and we would give Chris, let's say \$500 for those cards, they would only be good there.

John Perner: That makes sense. How do you transfer between the two entities, if you buy one from Chris and then spend it all with Tony?

David Salas: The money is being held by the City at the time of purchase, we are running the ACH back to the individual concessionaire.

John Perner: Then Chris would lose out.

David Salas: That's why we encourage the use of the card at that facility it was purchased from.

John Perner: It also makes sure that Chris has good merchandise compared to Tony, you are going to go wherever there is the best stuff.

David Salas: It will definitely put them in a more competitive mode to want to sell their product.

Gerry Quinlan: Did these gift cards exist at the time of city tournament last year?

David Salas: They were supposed to have existed, but they came into play in September. Los Altos was right before the turn of the year because of some kind of issue with the purchasing of them.

John Perner: Did you convert all the old paper too?

David Salas: No, we still are honoring those balances. No expiration due to State Law.

John Perner: So they are going to be there forever?

David Salas: No, hopefully not but until we empty the recipe box out.

Gerry Quinlan: For the tournament there is some mysterious formula for deciding when somebody gets a certificate for Los Altos versus Arroyo. Makes sense that people who receive gift cards at any of the city tournaments be able use them at any course.

David Salas: I agree with you, I think they should be able to be used at any of the four courses. I will have to ask Colby how he breaks them out.

Concessionaire Comments

Todd Kersting: I came across an article there that I handed out at another golf course that understands the importance of having an enjoyable experience, helps out the Marshals the staff. We were talking about the different color tees to make a senior tee, they changed the colors of the tees to get away from the association of the stigma. They used numbering instead next to the tees, helps put them at their level and helps the Marshals also focus in on the slower players. I think March 12th we are going to have a segment on the Golf Channel morning drive. They came out and did an interview with myself and Erick Gutierrez, we are celebrating our 100 year anniversary; in every section they did a story. On our section they did a story on Puerto Del Sol. The morning drive 6:30 am. There are so many golf courses in New Mexico I think it's great we made the top 50 ranges for the 2nd year in a row for a public facility.

David Salas: Changing tee colors and adding tees was discussed in detail. An agreement would have to be made with the concessionaires; new score cards would be needed and re-rating for the course.

Golf Advisory Board (GAB) Member Comments

Rusty Arrighetti: Things are good at Puerto Del Sol. The course is in good shape; it's starting to green up a little bit. We have a couple things, the disposition of the trailer and we have an area just to the south of #6 tee box that needs drainage.

David Salas: Henry has a tractor delivered for the project. Once he gets blue stake, he has purchased gravel and should get it done. Tim can probably talk about the trailer and where we are on that.

Tim Martinez: I believe that went to our department Director and it got forwarded on from there. Then pending council approval, so we are just waiting to hear back. Once we receive council approval we make sure that everything is correct.

Rusty Arrighetti: Is there a recommendation as to what to do with the area?

Tim Martinez: As far as the surrounding area?

Rusty Arrighetti: Like get it out of there.

Tim Martinez: We still are going to use an APD Officer. We have had a couple meetings with him and made him sure of our expectations, making sure the property is being rounded (monitored).

David Salas: What we are going to get out of this deal? Is paperwork as part of the surveillance rounds that we will get on a monthly basis?

Todd Kersting: Is there a time limit?

David Salas: The term of the contact? Yes, there is a term on it and most contracts with the City do not go further than five years.

Todd Kersting: Well that is good, and then maybe they could rent it to the maintenance crew if someone wanted to live there.

David Salas: The mobile home actually belongs to the Officer, we just provide the space.

Todd Kersting: Did he give you the paperwork showing that he owns it or a contract?

David Salas: Previous owner was Mr. Taylor; he sold the mobile home to Officer Elrick.

Elaine Deland: I haven't played on our course since November. I played the executive course yesterday. On the longer one, the par 4 there is no marker showing distance.

David Salas: No distance markers.

Beverly Quinlan: A question came out on the #12 across the arroyo. Historically we have been able to hit out of the arroyo right there where you have access, but recently a Course Marshal said that you couldn't go down there.

David Salas: That you couldn't go down into that area, the concreted area? Todd has more experience with this facility and Puerto.

Todd Kersting: I don't know but I will check into it, I will check about their policy.

Gerry Quinlan: It used to be marked as a hazard, as long as you follow the rules for hitting the ball as a hazard I don't see why the marshal would tell you that you couldn't go down there unless you were in danger. He may have meant that you could not take the carts down there; Arroyo doesn't want the carts in the arroyo.

Gerry Quinlan: Los Altos I've only played a couple of times is in great shape. They recently edged around the bunkers and marked the hazards. The places in the fairway that were kind of ok are now bare. I thought the course was in great shape.

Paul Berrier: Can we get #14 back to a par 5? I know there was some kind of legal thing.

David Salas: Not to interrupt you but you probably noticed off to the right side you see a lot of flags. Loisel and his crew are in the process of laying out irrigation. My plan is to start encouraging growth on the right side and make that hole into a dog leg left par 5. The last time we walked it out it was right at about 515 yards, we can make it back to a par 5 again. Risk management will not allow us to use that back tee unless it's for Men's City or Pro's. I'm hoping to have him get the irrigation in between now and spring, we are not going to take out any trees yet we are going to encourage turf growth on the right side. Realistically we are looking more towards the fall to cut the fairway in the existing fairway. I want to discourage play off that left side utilizing the native plants, etc.

Old Business:

David Salas: Los Altos well, last we knew the City had submitted a request for permit to re-drill the new well. The Water Authority has protested that permit and they are back to the issue of who owns what. The other well is collapsed; I don't know that even if we were to get a permit at this point if we could get it done by this season. Latest cost projection is about \$1.5 million, we don't have the money as of yet but we will have to get it from somewhere. It will definitely put Golf's operating budget after the first quarter review and because of the water increases we saw in July at the other 2 courses at a \$1.1 million deficit for the fiscal year. It will have to be funded. There was an increase in pricing per acre foot from \$670 to \$889 per acre foot. Projected cost at Los Altos for calendar year 2016 is around \$500,000 in water. Ladera has its own well, Arroyo and Puerto use reclaimed water.

RFP update, I saw an email that the RFP was accepted by the Espinosa group. The recommendation is at the Mayor's office, the next step is to go to Executive Committee and get it put on the agenda. We are hoping it gets on the agenda for action by March 7th. Right now Westside Golf is on contract through the last day of March, hopefully there will be no interruption of service and a smooth transition. There was a protest submitted, purchasing found there were no grounds for the protest and notified the protester that they would move forward with their selection.

Golf Advisory Board Members are needed, Christine has put up fliers to that effect. As of now we show:

Dennis Vigil, is currently expired, we will reach out to him. Linda Knight said she found someone to replace her but we have had no other information. The Ladera Men's is vacant. Elaine and Lucy are working together. Gerry was up on December 15th. Jean Maher expired on 12-14. Rusty yours expired on 12-15, we will follow up on your re-application. James Crane expired on 12-15, we will need to verify his intent. John Perner has re-applied and we will verify it with Carmen Ortiz in Constituent Services. Beverly is the only one that shows through 2017.

Motion to adjourn by Beverly Quinlan and seconded by Rusty Arrighetti at 3:54pm.

Approved by: _____ John Perner, Acting Chairperson

Next meeting on March 17' 2016 at Ladera.