

## Special Golf Advisory Meeting

December 15, 2016

Arroyo Del Oso Cafe

- Meeting called to order by Acting Chairperson John Perner 3:01 PM
- Roll call was taken
- John Perner started the meeting announcing that the days meeting will be broken up into three (3) segments
  - Specials
  - Memberships
  - Rates
- Discussion on Specials led to ideas and suggestions from members such as:
  - Play W/ Pro Day
  - Lessons from Pro around greens
  - Member Guest Tournaments
  - Starlight Express (2.5 hrs. before dark) greens fee and cart special
  - Heat and cold rate specials
  - Time of day specials
    - Winter 11:00 AM – 2:00 PM
    - Summer 12:00 PM – 3:00 PM
  - Balloon Fiesta Specials
- Membership Discussions led to how we can be competitive with our surrounding golf courses especially Sandia Golf Course
  - John Perner provided the group a hand out of all courses in our general area that offer some type of membership reflecting their prices and amenities for their fee
- Rate discussions led to a consensus that the current fee structure being all prices the same for an eighteen (18) hole round at all three (3) big COA golf courses is fair and should remain the same. Todd Kersting provided a reading from the past UNM study and request the nine (9) hole rate is too high and should be lowered for daily play in effort to attract more golfers. Todd also mentioned he had some other pricing he would be emailing John Perner reflecting rates for beginners.
- Candace Hopkins discussed the possibilities of advertising golf specials with Groupon and social media.

John Perner summarized the meeting and in closing mentioned he will be compiling all that was discussed and would be emailing it to all board members for input and plans on providing COA Director with the Board's suggestions on or about January 10, 2017. Meeting was called to adjourn at 5:30 PM.