

Golf Commission Minutes
Thursday, March 21, 2019 12:30pm
Waverly Country Club

Members Present: Abram, Burrell, B. Jones, Thorson
Members Absent: Reusche
Staff Present: Ray, Miller, D. Jones
Council Present: Rathe (left at 1:00pm)
Visitors Present: Schrack

Summary of Formal Action: The meeting was called to order at 12:33 pm by Chairperson B. Jones.

Motion: February 12, 2019 minutes were approved.

05-19 Moved: Thorson Seconded: Abram
 Yes: 4 No: 0 Absent: 1

Regular Business:

1. Welcome to Don Schrack, Country Club Manager

The new manager introduced himself, related some of his previous experiences, and told of some ideas and looked forward to joint cooperative ventures. He will provide his contact information to the Commission.

2. Range information- Paul Miller of Paul Miller Design, Inc will be attending to show some sketches of possible future range configurations for the golf course.

Miller began by informing the commission of the long history of working with the City of Waverly. He started by talking about an option of converting #1 and #2. He stated they were short holes and with the elevated tee, the distance was inadequate.

Paul presented three options utilizing the Memorial Park/ Fairgrounds area. The first two options had multidirectional full-size ranges with putting greens, safety netting around the present location of the pool and skatepark, and a separate "beer garden" control building. He emphasized that there could be multiple community uses of the designs. He noted Palmer Hills in Bettendorf has something similar to these designs.

The last option had a hitting area and a 9-hole pitch and putt course. It was more of a park setting but without the maintenance level of a standard golf course.

The Commission asked about approximate costs and he said it could be \$1million but would need to be designed to get an accurate figure. He emphasized that the driving range business can't be a stand-alone facility anymore even though most municipals have positive revenues. The concept now is to create a 20-acre greenspace with community wide appeal.

The Commission thanked Mr. Miller for his efforts.

3. Benchmarks

Ray presented the information on the benchmarks for the Pro Shop Manager to aim to reduce the tax subsidy of the golf course operations. Besides the goal of reducing the tax asking, the benchmarks included objectives of increase revenues, decrease expenses, and marketing plan. It had some dollar figure objectives for the next three fiscal years. Thorson had several questions about measurement and follow-up.

Motion: To proceed with the performance benchmarks guidelines for the golf course operations.

06-19

Moved: Jones

Seconded: Abram

Yes: 4

No: 0

Absent: 1

Director's Report: Informed the Commission that the 4th Street reconstruction project will be summer of 2020 and access will be limited off of 4th Street. Signage will be necessary to direct customers to the golf course.

Course Staff Report: The staff has probed a few areas and there is still frost in the ground. They plan on walking the course to see about any fungus or animal damage next week. Staff had heard the Prairie Links Course was opening this weekend and that the Links staff would prefer to wait.

Pro Report: The pre-season sale was good and received 11 referrals. They have started a conversation with the Cobblestone Inn on "Stay and Play" options. They want to include the other local hotels. Prairie Links range is open for another year.

WAGOCO: they are talking to the hotels that the dining room is available for the hotel guests as another option for dining out.

Next Meeting: The next meeting is tentatively Noon, Tuesday, April 9, 2019 at WAGOCO.

Adjournment: 1:43pm

Respectfully submitted,

Tab Ray

Leisure Services Director

Commission Secretary