

City of Hudson  
Golf Advisory Board  
June 6, 2012

Attendance:

D. Hanink, G. Roth, D. Konefal, R. Kadish, T. Wash, M. Zeleznik, G. Andrego, L. Fowler, J. Knoblauch

Mr. Wash called the meeting to order at 8:00 a.m. in the Ellsworth Meadows meeting Room.

Mr. Knoblauch presented the financial statement from January 1, 2012 through May 31, 2012.

Mr. Wash presented a rate comparison with the surrounding area courses. He stated that the rates of Ellsworth are in the middle range with those compared. Mr. Roth felt that the course through all of its upgrades and improvements should be a little higher than those in the area. He also said that the original thoughts of the course were to compete with courses like Windmill Lakes and Fowlers Mill. He feels that the course is in as good of condition if not better than those courses. Mr. Konefal said that he would like staff to continue monitoring area rates and act accordingly with any increases in the future.

Mr. Wash presented several new avenues for advertising for this season. The Golf Deals Card is no cost to the course. Mr. Hoover said that more times golfers walk through the door your sales potential for merchandise and food and beverage sales increase. Mr. Konefal agreed. Mr. Roth said that communication to the golfer is vital and glad to see staff aggressively seeking ways to stay in contact with the customer.

Mr. Wash presented some options for possible future revenue streams. These included gift cards, online sales, cart paths, covered heated driving range stalls, pro shop expansion, and memberships. All thought that the gift cards and online sales were something to start using at this time. Mr. Konefal said he would like to see up to date estimate for the cart paths, range stalls. Mr. Wash will acquire solid numbers for discussion at a later date. Mr. Roth said that he believes the membership idea is not in the favor of the golf course. He feels that the "membership" players use their allotted amount of golf early in the season only to use up vital tee times in the latter half of the year that will actually reduce revenue. Mr. Hoover agreed that he has seen this at other area courses. Mr. Konefal would like to see other course membership pricing and possible usage for future discussion. Mr. Andrego will contact those necessary for that information

Mr. Wash shared the list of future projects at Ellsworth. Irrigation well cleaning- Mr. Roth asked that staff work with Mr. Powell in Water Resources to make recommendations and specifications for this project. Staff will contact Mr. Powell This week. Quotes are being received for club house carpeting. Staff will have more information at the next GAB meeting. Mr. Wash explained the condition of the cart paths on course. While most of the existing paths are in good shape, the lack of paths is greatly restricting cart use in wet situations. Mr. Roth would like to see a comprehensive plan with cost to complete the paths on the course. Mr. Fowler will measure and get accurate quotes for cart path needs. Top coating the existing parking lot is estimated at \$25,000. Mr. Roth suggested that Staff work with the Engineering Department to investigate crack sealing at this time and top coating at a future time. Mr. Wash will work with Engineering. Staff is in the negotiating process with Lake Erie Golf Cars on the expiration of the current golf cart fleet. Contract terms will be available within the next month.

Mr. Andrego commented on the golf leagues. He stated the with the exception of Friday evening that Ellsworth has almost filled all tee times available for golf leagues. Mr. Konefal commented on how crowded the course is in the evenings while he uses the driving range. Mr. Andrego also stated the group outings are in line with the last several years. Ellsworth hosts around 70 outings per year and range in size of 20-140 golfers. Mr. Roth said that he plays in many outings at Ellsworth each year and that Staff presents a great product. Mr. Konefal made similar comments about the outings that he plays in as well. No other comments or concerns were addressed.

Mr. Wash stated that the next Golf Advisory Board meeting date would be October 17, 2012 at 8am in the Ellsworth Meadows Club House.

The meeting was adjourned at 8:00 a.m.