

CITY OF PIQUA, OHIO
GOLF ADVISORY BOARD MEETING MINUTES
WEDNESDAY, FEBRUARY 27, 2008 - 12:00 NOON
ADMINISTRATIVE CONFERENCE ROOM, MGC

MEMBERS PRESENT: Jane Koon, Kyle Fox and Denise Uhlenbrock

MEMBERS ABSENT: Bob Heckman and Gene Hill

STAFF PRESENT: Tom Zechman, Chip Fox and Rob Stanford

GUEST PRESENT: None

ITEM NO. 1: APPROVAL OF MEETING MINUTES

It was moved by Kyle Fox and seconded by Denise Uhlenbrock to approve the January 30, 2008 meeting minutes as submitted.

ITEM NO. 2: ROB STANFORD - TOM ZECHMAN INTRODUCED PIQUA'S NEW RECREATION COORDINATOR TO THE BOARD

Rob introduced himself briefly and asked for any ideas regarding the recreation program, especially in relation to the Echo Hills Golf Course. Chip asked if the youth golf lessons program could be under the auspices of the golf course but, also, that Rob consider a children's golf program as part of the recreation department.

ITEM NO. 3: FOLLOW-UP ON SPECIAL MEETING AND PRESENTATION TO CITY MANAGER REGARDING REDUCTION IN EXPENSES AND INCREASING FEES

Tom Zechman shared a copy of the attached spreadsheet showing the items which are to be implemented immediately and the items which will be implemented "carefully" in 2008. He stated that modifications to fees would be delayed until 2009, but that the Golf Advisory Board should consider a recommendation on 2009 fees in September of 2008.

ITEM NO. 4: PROPOSAL FROM RFP FOR GOLF COURSE ADMINISTRATION

Tom Zechman reported that the City had received a proposal from one consultant, that being Billy Casper Golf. The staff has not yet reviewed the proposal. However, a detailed report would be given at the next meeting of the Golf Advisory Board.

ITEM NO. 5: MARKETING PROGRAM 2008

Chip Fox shared that the City has already entered into an agreement with WPTW for 1500 spots during the Cleveland Indians baseball and local high school games. The total cost is \$2,500. The advertisement agreement also includes "fill-in spots" throughout the day, as well as a regular phone interview with Chip entitled "Greens Report."

Chip is working on the comprehensive marketing program. Golf Advisory Board members suggested the following sites and methods of marketing:

- Golf Channel
- ESPN1 & ESPN2
- Coupon in the Dayton Daily News with an expiration date - advertising the "4 for 3" Special Promotion

- Similar coupon advertisements to be included in the Urbana, Greenville, Lima, Sidney and Troy newspapers
- It was suggested the coupons be coded in some way so that the golf course could track the effectiveness of the advertising campaign
- Discount cards could be placed in area hotels and restaurants
- An outing brochure could be prepared and mailed to all local industry - Rob Stanford can assist with brochure preparation
- The board should consider corporate membership fees as part of the fee structure to be recommended in September
- A "driving range membership" special promotion should be considered - Kyle Fox volunteered to work with Chip on a comprehensive driving range membership program to be presented at the next meeting
- The range and concession stand should be marketed as a site for birthday parties

ITEM NO. 6: OTHER BUSINESS

- Rob Stanford suggested that the City look into an exclusive agreement with soft drink suppliers to reduce costs and perhaps provide sponsorship funding. The City could also consider pop machines.
- It was asked if the golf course may provide a bar cart, selling alcohol on the premises outside of the clubhouse. Tom Zechman said he would speak with the law director.

NOTE: After the meeting Tom Zechman spoke with the Law Director Stacy Wall. She said the permit wording does indeed allow the golf course to sell alcohol at any location on the grounds.

ITEM NO. 7: NEXT MEETING

The next regular meeting is scheduled for Wednesday of March 26, 2008 at 12:00 noon at Echo Hills Golf Course.

ITEM NO. 8: ADJOURN

It was moved by Kyle Fox and seconded by Denise Uhlenbrock to adjourn. The motion was unanimously approved.

Minutes as prepared by Tom Zechman.