

CITY OF PIQUA, OHIO
GOLF ADVISORY BOARD MEETING MINUTES
Thursday, August 27, 2009 -4:00 pm
Echo Hills G.C.

MEMBERS PRESENT: Gene Hill, William Shinall and Doug Eakin

MEMBERS ABSENT: Bob Heckman and Denise Uhlenbrock

STAFF PRESENT: Chip Fox and Rob Stanford

GUEST PRESENT: None

Gene Hill called the meeting to order.

Item NO. 1: Election of officers

Doug motioned to suspend the election of officers until all members are present. Gene seconded. The motion carried.

ITEM NO. 2: Approval of Meeting Minutes

It was moved by Doug Eakin and seconded by Gene Hill to approve the July 23, 2009 meeting minutes as submitted. Motion carried.

ITEM NO. 3: Review of Financials

A. City Financials

The revenue and expense report ending July 2009 was handed out and reviewed. Chip Fox compared 2008 revenue to 2009. July revenue is down from 2008 due to two league nights being cancelled and one complete day lost because of rain.

B. Echo Hills golf association

Bob Heckman was not present at the meeting to give an update on Echo Hills Golf Association financials.

ITEM NO. 4: Report from Golf Professional Chip Fox

Chip reported that the 4 for 3 coupons have been used this past month. The coupons in the In-75, Urbana and Greenville papers are the ones now being used. Chip plans on advertising the coupon two more times. Once after Labor Day and one more time in October.

ITEM NO. 5: Other Business

Doug Eakin asked if we had ever used any marketing software to take tee reservations. Doug has used Fore! Reservations, which is software that is used not only for tee time reservations but also for mass marketing. Rob Stanford is going to look into getting the golf course a computer that can run this software. The money saved on running ads in the local newspapers can offset cost of Fore Reservations software. Using this program can do all coupons and advertising. We can maintain a customer base with e-mail addresses and zip

codes to track the distance they travel. More discussion by the board will follow at the next golf board meeting.

ITEM NO.6: Next Meeting

The next regular scheduled meeting is Thursday September 24, 2009 at 4:00 PM Echo Hills Golf course.

It was moved by Doug Eakin to adjourn and seconded by Gene Hill. The motion carried.

Minutes as prepared by Chip Fox.