



City of Spokane Park Board Golf Committee Meeting

October 10, 2017 – 8:05 a.m.

Council Briefing Center, City Hall Lower Level
808 W Spokane Falls Blvd, Spokane, Washington
Jennifer Papich – Recreation Director

Committee Members:

- X Sumner, Nick – Chairperson
- X Kelley, Ross (in @ 8:12)
- X Chase, Rick
- X Salvatori, Steve

Parks Staff:

Conley, Jason
Papich, Jennifer
Dickson, Fianna
Martell, LaVonne
Marchant, Fred
Schultz, Rex
Vandervert, Mike

Golf Professionals:

Connor, Steve
Gardner, Mark
Phares, Doug
Sanders, Rob
Guest(s):
Saraceno, David

SUMMARY

- Jason Conley announced that Mark Gardner has been chosen by the Selection Committee to continue as Qualchan's Golf Professional.
- Fianna Dickson updated the Committee on current advertising campaigns and the pre-season Golf Pass promotion. She also gave Mike Greene commendation for Downriver's Bee Pollinator project articles featured in the Inlander.
- Steve Conner shared information about a new aeration procedure, DryJet, being introduced at Downriver that allows play the following day. Rex Schultz presented data reflecting the 2017 increase of online reservations from 2016.
- Rex Schultz distributed the National Golf Foundation Rounds Played Report, reflecting an increase in Spokane of nearly 5% for the month of August, compared to a statewide decrease of 1.7%.
- Excited expectations were expressed by Jason Conley pertaining to progress being made by the Strategic Plan Task Force. The current goal is to roll out a construction schedule and design for the first golf course by next fall. Next meeting for the Task Force is Monday, October 16th.
- Jason Conley presented and reviewed September's Golf Financial Report, along with weather data from a report indicating this October will provide more dry days for playing golf than October 2016. Golf professionals shared current course conditions and have not yet determined when courses will close for the season.

MINUTES

The meeting was called to order at 8:05 a.m. by the Chair, Nick Sumner. Introductions were made.

Action Items:

NONE

Discussion Items:

1. Qualchan Golf Professional Contract Update

Jason announced that the Selection Committee decided on Mark Gardner to continue as the Qualchan Golf Professional. The contract will be reviewed with intent to be completed and presented as an Action Item in November's Golf Committee meeting.

Standing Report Items:

1. Golf Marketing Report

Fianna shared the progressive success of articles featured in the Inlander pertaining to the Bee Pollinator project at Downriver. She also updated the group on the KAYU advertising campaigns and promotions for the pre-season golf pass sale.

2. Golf Report

Steve spoke about a new procedure, DryJect, being introduced for green aeration at Downriver Golf Course. The process is less invasive than traditional aeration methods and allows for play the following day. Rex collected data regarding online reservations, comparing results from April 1st through September 30th; 2016 figures reflected 8.6% booked online, and 10.9% booked online in 2017.

3. National Golf Foundation Rounds Played Report

According to data on the National Golf Foundation Rounds Played Report, Rex stated that for the month of August, the State of Washington was down 1.7%, but we were up almost 5%.

4. Strategic Plan Update

Jason informed the group of the next Strategic Plan meeting scheduled for Monday, October 16th. The Task Force's intent is to have a robust plan rolled out for next fall that consist of a construction schedule and design for one course, then continuing on to the next course. A loan of some sort will be necessary to assist the Golf Fund in financing the endeavor, which targets all courses to be complete within four to six years. Jason is very excited about the Task Force's progress, realizing that time is getting close for making decisions. He'd like to have a presentation for the Golf Committee at the next meeting.

5. Financial Report / Course Conditions

Jason reviewed the Weather Trends 360 Report, which reflected that October 2017 average temperatures in comparison to 2016 are down a couple degrees and average precipitation is four inches less, meaning there will be considerably more dry golfing days in October this year. The financial report was then presented and reviewed. Jason commended the superintendents for their conscientious efforts in keeping expenditures down, especially important since smoky conditions in September brought down rounds of play for the month. Golf Professionals reported mostly good course conditions and October as starting off with increased rounds of play. Requiring a week for shutdown procedures, and depending on weather conditions, they have no definite closure dates.

Meeting adjourned at 9:53 a.m.

The next regularly scheduled meeting is November 7, 2017.



National Golf Rounds Played Report

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AUGUST 2017

PACIFIC

AUG **YTD**
-2.6% **-5.9%**

CA

Los Angeles
Orange County
Palm Springs
Sacramento
San Diego
San Francisco/Oakland

HI

OR

Portland

WA

Seattle

MOUNTAIN

AUG **YTD**
-1.0% **0.2%**

AZ

Phoenix

CO

Denver

ID, WY, MT, UT

NM

NV

Las Vegas

WEST NORTH CENTRAL

AUG **YTD**
7.8% **1.0%**

KS, NE

ND, SD

MN

Minneapolis/St. Paul

IA, MO

St Louis

Kansas City

SOUTH ATLANTIC

DE, DC, MD

FL

Washington/Baltimore

Jacksonville/Daytona

Orlando

Tampa

Palm Beach

Sarasota

Naples/Ft Myers

Miami/Ft. Lauderdale

GA

Atlanta

NC

Greensboro/Raleigh

SC

Charleston

Hilton Head

Myrtle Beach

VA

WV

MID ATLANTIC

NJ

NY

New York City

PA

Philadelphia

Pittsburgh

NEW ENGLAND

CT

MA, RI

Boston

ME, NH, VT

AUG **YTD**
-4.8% **-0.1%**

-6.6% **-1.9%**

-4.9% **-0.3%**

-0.4% **1.0%**

9.4% **7.7%**

-14.0% **-6.7%**

11.3% **0.5%**

14.2% **15.9%**

-4.6% **0.2%**

-2.9% **-4.7%**

-0.2% **-0.2%**

-13.4% **-5.2%**

-6.7% **-4.4%**

-4.0% **1.4%**

4.3% **1.4%**

-9.4% **-0.6%**

-8.0% **4.6%**

-10.5% **2.7%**

-12.8% **-0.7%**

-1.8% **-0.7%**

-1.7% **0.9%**

-0.5% **-8.5%**

-0.5% **-3.5%**

-0.5% **-13.3%**

-1.9% **-5.6%**

-0.4% **-4.9%**

-11.7% **-8.3%**

9.5% **-3.1%**

-2.1% **-5.7%**

-0.2% **-1.5%**

-2.5% **-5.5%**

1.4% **-3.1%**

-2.7% **-8.7%**

The percentages represent the differences in number of rounds played comparing August 2017 to August 2016.
For more information contact Golf Datatech, golfroundsplayed@golfdatatech.com or call 407-944-4116