



**City of Spokane Park Board
Golf Committee Meeting**

8:00 a.m. Tuesday, Jun. 06, 2023
Hybrid in-person and WebEx virtual meeting
Mark Poirier – Golf Manager

Committee Members

- X Nick Sumner
- X Gerry Sperling
- X Bob Anderson
- Barb Richey - absent

Parks Staff

- Mark Poirier
- Jennifer Papich
- Josh Morrisey
- Rhett McCall
- Sarah Deatrich
- Kris Behr

SUMMARY

- The committee approved to recommend the Park Board accept the following agenda items:
 - None
- Mark Poirier discussed the new 2nd Assistant Superintendent positions.
- Mark Poirier gave a presentation on new Automated External Defibrillators (AEDs) at the courses.
- Josh Morrisey presented the golf marketing report.
- Mark Poirier discussed the financial reports.
- An overview of What's Happening at the Courses was presented by Mark Poirier.

The next regularly scheduled meeting is 8 a.m. Tue., Jul. 11, 2023.

MINUTES

The meeting was called to order at 8:04 a.m. by committee chair Gerry Sperling.

Public comment - None

Action items - None

Discussion item

1. [2nd Assistant Superintendent update](#) – Mark Poirier
 - a. All four 2nd Assistant Superintendents have been hired and are now working at their respective courses. Each candidate went through a testing and evaluation process with Civil Service prior to the interview process with Mark and the four Golf Superintendents. These individuals are the weekend supervisors and have already proved to be quite beneficial. This is a unique regular full-time position where 10 months of work is spread out over 12 months for pay (similar to a teacher).
 - b. All 4 gentlemen are extremely qualified. Matt Hartsfield, Esmeralda, has 10 years of experience with City golf with expertise in maintenance and operations; Ian McIntosh, Downriver, has been with City golf since 2016 and is working towards a degree in Turf Grass Management; John Davis, Indian Canyon, is a Certified Arborist and began his golf career in 2009 and joined City golf in 2019; Matt Wakeley, Qualchan, has been working at Downriver and has vast small business experience.
2. [AEDs](#) – Mark Poirier
 - a. Automated External Defibrillators (AEDs) have been deployed for all four courses with multiple trained representatives from each course trained in their use. Although there is so mandatory AED training, Red Cross First Aid training does cover AED use. Nick Sumner encouraged documenting all maintenance and suggested a back-up device would be a good idea. Mark said that he receives a monthly maintenance email.
 - b. A three-page cardiac emergency action plan was developed with the help of Risk Management. Each employee is required to read the plan and a copy will be kept at each course.

Standing reports

1. [Golf marketing report](#) – Josh Morrisey

The Dad & Grad promotion is still going well with 30 commercials airing on KHQ and paid social media ads, which will end June 30. The Junior Golf commercial is airing on KREM, Golf Channel, USA Network, YouTube and streaming platforms through October. [Spokane Parks & Recreation | 30 Second Ad - YouTube](#). The KXLY Golf Pass promotion for Downriver and Esmeralda, which will air late August through October in exchange for 150 rounds.
2. [Golf financial report](#) – Mark Poirier

Rounds are up at the four courses, with around 50,000 compared for about 47,000 last year. The committee was concerned about not attending the 2023 Golf Show, but Mark is happy to report Pass Sales are up about 336 over last year and are continuing to be sold. May actuals are up, at \$748,000 compared to 2022, which was \$612,000. Year to date actuals have increased about \$123,000. Expenditures are flat compared to last year. Capital outlay is still high because of the Downriver tree project. The year-to-date available cash is \$283,265. The Facility Improvement Fee is up 23% over 2022 with a year-to-date cash value of over \$2.2 million.
3. [Superintendents' reports - What's Happening at the Courses](#) – Mark Poirier
 - a. [Downriver](#) - Ben Nelson states the course is in fantastic shape, but he is struggling with equipment and breakdowns.

- b. Qualchan – Rob Decker reports aerating tees and approaches and lots of spot watering and installing several new sprinkler heads. Mark Gardner states best May ever. They recently hosted the WIA Boys Tournament, and the Inland Empire Best Ball was a huge success. The course is in excellent condition and June is booking nicely.
- c. Indian Canyon – Doug Phares also reports the best May ever with a 7,000-round increase. The Player Development Course is full with more classes and instructors than ever before. Nick Sumner noted people have not been repairing their ball marks to which Mark replied this is due to the higher amount of traffic the courses are receiving and is to be expected but the public is being educated and staff is trying to fix these regularly.
- d. Esmeralda – Mike Vandervert states the course is in great shape. Steve Nittolo is back working on limb work and low-hanging branches. The new 2nd Assistant Supervisor has been a great asset and is working hard.

Adjournment: The meeting was adjourned at 8:50 a.m.

The next regularly scheduled meeting is 8 a.m. Tue., Jul. 11, 2023.



*June 6th, 2023 Golf Committee
Discussion Items*

Mark Poirier, Golf Manager



2nd Assistant Superintendent update

***Matt Hartsfield** – Shadle Park graduate with 10 years of experience working for City golf. Three of those years, Matt was heavily involved in the maintenance and operation of golf course irrigation systems. Matt not only brings experience to the table, he is well known for his work ethic and passion for turf management.*

***Ian McIntosh** – Ian has been working at Downriver Golf Course since the spring of 2016. Working as a driving range attendant for 3 years, then moving on to the turf maintenance side of the business, in March of 2019. His work experience, at Downriver specifically, includes intimate involvement with irrigation system repairs and maintenance. Ian is currently working towards earning his Turf Grass Management Degree, and we are thrilled to give him this opportunity to grow with us.*

***John Davis** – John holds a degree in English, and a Masters in Fine Arts Creative Writing, both from the very prestigious Eastern Washington University. He started off his career in golf back in 2009, and started his passion for Indian Canyon in the spring of 2019. John also has two years of experience as a certified arborist, along with a very well rounded list of past golf course experience, specifically at Indian Canyon Golf Course.*

***Matt Wakeley** – A Gonzaga University graduate, Matt's passion and charisma for his work is very apparent to anyone he meets. He has vast experience working for small businesses, but has found his true calling when he began his employment with the City, at Downriver Golf Course. There he worked on keeping the irrigation system up and running, during difficult times. Matt has been a Men's Club member at Downriver for 10 years, and looks forward to serving the community he loves.*

AEDs

- Purchased (4) ZOLL AED Plus
- Currently deployed to all 4 courses
- A favorite among schools, offices, and police departments, ZOLL AEDs visually and audibly display each step of the rescue process. This makes ZOLL defibrillators well suited for bystander who have never used an AED.
- Multiple representatives from each golf course trained.





Cardiac Emergency Action Plan

Objective: To describe and inform staff on the procedure of responding to a cardiac emergency event.

Purpose: One of the first lines of defense for sudden cardiac events is having a comprehensive, detailed plan to ensure the optimal survival rate. This plan provides information to ensure response to an emergency is rapid, appropriate, controlled, and precise. All personnel involved within the city facility should always have access to this plan. While activation of this CEAP may be rare, it is vital to ensure proper care and response is taken when a cardiac emergency occurs. It is important that this document is updated and reviewed on a yearly basis.

Emergency Cardiovascular Care (ECC)
It is important to recognize the need to improve community cardiac emergency plans of ECC to optimize patient survival. According to the American Heart Association (AHA), a systematic, organized, coordinated effort in a community results the strongest recommendation we can make to save more people from out-of-hospital cardiac arrest.

Chain of Survival: Five Links
The term Chain of Survival provides a useful analogy according to the American Heart Association. 1) Immediate recognition of cardiac arrest and 2) Early identification of the patient's exact location and activation of EMS response (9-1-1). 3) Early CPR and immediate defibrillation. 4) Rapid advanced life support (AED, ACLS) and 5) Integrated post-resuscitation care (hospital care and rehabilitation).

Instructions for 9-1-1 Emergency Call Procedures
Communication is key to a quick, efficient emergency response. 1) Verify your facility specific 9-1-1 outgoing call system. a) Use call phone and dial 9-1-1. b) If using an office phone, dial 9 first for outside numbers then dial 9-1-1. 2) Provide information a) Name, facility address, telephone number of the caller b) Nature of emergency (CPR in progress?) c) Condition of patient (awake/unresponsive) d) First Aid/Use of AED initiated by personnel e) Specific instructions as needed to locate

CPR/AED Certified Personnel List
The purpose of this list is to ensure that an adequate number of personnel are trained to perform CPR/AED skills to increase the chances of survival. 1) Please refer to Appendix B (First Aid/CPR/AED) 2) This list will be available for all employees to view. 3) This list shall be updated at least annually.

Responsibilities:
Employees are responsible for first assisting their facilities, and the location of AEDs.

Supervisors, Managers, and Directors are responsible for:
Floor plans/maps of City facilities, and the location of AEDs should be reviewed with each employee upon hire, or at the request of an emergency.

The Risk Department and Parks & Recreation Manager are responsible for:
Updating the plan on a yearly basis to identify any

Cardiac Emergency Action Plan

APPENDIX I

Simplified Adult BLS

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graph TD
    A[Unresponsive  
No breathing or  
no normal breathing  
(only gasping)] --> B[Activate  
emergency  
response]
    B --> C[Start CPR]
    B --> D[Get defibrillator]
    D --> E[Check rhythm/  
shock if  
indicated  
Repeat every 2 minutes]
    C --> E
    E --> C
  
```

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Cardiac Emergency Action Plan

- 3 page action plan developed by City Risk
- Outlines steps and procedures during and after an emergency.
- Copies given to golf courses to be reviewed by all employees.



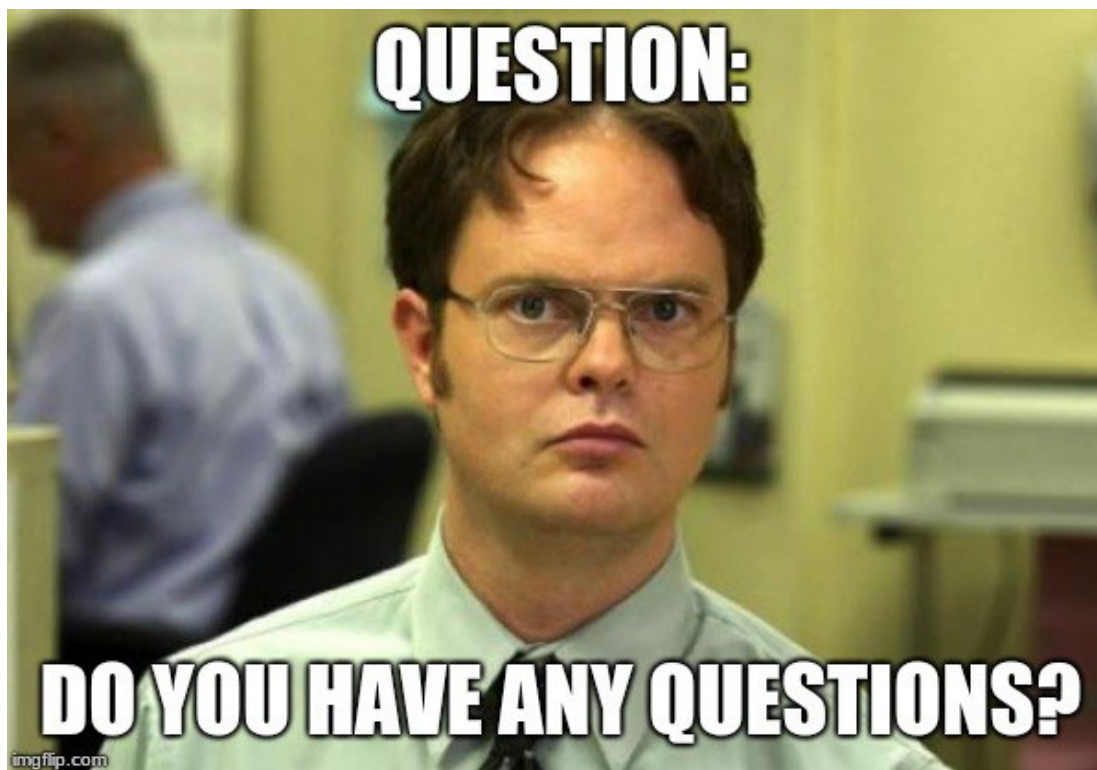

Esmeralda
GOLF COURSE


Downriver
GOLF COURSE


Indian Canyon
GOLF COURSE

THE CREEK AT
Qualchan
GOLF COURSE

Questions?



Golf

Communications

June 2023



Moms, Dads & Grads promotion



**MOMS
DADS &
GRADS**

4-ROUND PASS 1 ROUND AT EACH
CITY GOLF COURSE!

\$149 (\$39 SAVINGS)
Purchase by June 19. Use in 2023

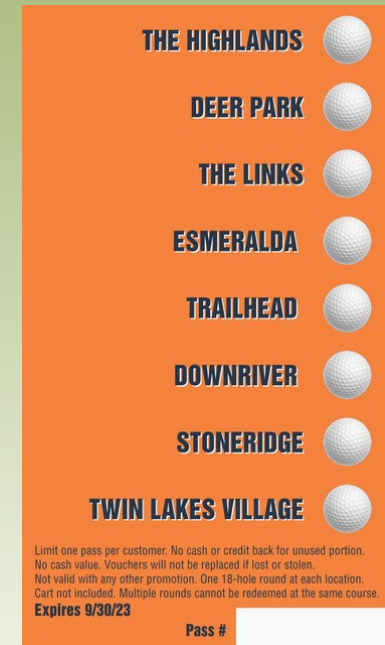
- Part of weekly :30 commercials on KHQ
- Paid ads on social media, reaching 15,500 with 4% engagement and click-thru-rate
- Ends June 20

Commercial



- Focus on junior golf, reducing barriers for beginners, reflecting the diversity of our courses, and food/beverage with friends
- Airing on KREM, Golf channel, USA Network, YouTube & Streaming platforms through October
- View them at www.youtube.com/spokaneparks

KXLY Golf Pass



- Downriver and Esmeralda part of KXLY Golf Card
- In exchange for 150 rounds at each of these two courses, we receive a greater value in KXLY airtime for our updated commercials during late August, September, and October

**2023
Annual YOY Golf
Comparison Report**

[Return to Minutes](#)

ROUNDS

	DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF
COUNT																		
REGULAR ROUND	\$ 5,189	4,528	661	4,594	3,763	831	4,202	4,698	(496)	4,571	4,100	471	0	0	0	18,556	17,089	1,467
DISCOUNT ROUND	\$ 7,632	6,116	1,517	7,125	6,642	483	4,699	5,008	(309)	4,440	4,756	(316)	0	0	0	23,896	22,522	1,375
MULTI-PLAY ROUND	\$ 939	887	52	766	768	(2)	528	701	(173)	1,338	1,423	(85)	0	0	0	3,571	3,779	(208)
OTHER ROUND	\$ 774	794	(20)	906	1,040	(134)	1,340	1,216	124	886	1,206	(320)	0	0	0	3,906	4,256	(350)
TOTAL	14,534	12,325	2,209	13,391	12,213	1,178	10,769	11,623	(854)	11,235	11,485	(250)	0	0	0	49,929	47,646	2,283
REVENUE																		
REGULAR ROUND	\$ 134,343	\$ 108,646	\$ 25,697	\$ 126,723	\$ 104,138	\$ 22,585	\$ 121,437	\$ 131,674	\$ (10,237)	\$ 122,276	\$ 113,069	\$ 9,207	\$ -	\$ -	\$ -	\$ 504,779	\$ 457,527	\$ 47,252
DISCOUNT ROUND	\$ 165,812	\$ 117,487	\$ 48,325	\$ 160,092	\$ 145,201	\$ 14,891	\$ 112,874	\$ 116,910	\$ (4,036)	\$ 111,493	\$ 113,912	\$ (2,419)	\$ -	\$ -	\$ -	\$ 550,271	\$ 493,510	\$ 56,761
MULTI-PLAY ROUND	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,148	\$ 9,302	\$ (154)	\$ -	\$ -	\$ -	\$ 9,148	\$ 9,302	\$ (154)
OTHER ROUND	\$ 3,856	\$ 1,753	\$ 2,103	\$ 220	\$ 2,083	\$ (1,863)	\$ 18,880	\$ 16,572	\$ 2,309	\$ 4,362	\$ 5,620	\$ (1,258)	\$ -	\$ -	\$ -	\$ 27,318	\$ 26,028	\$ 1,290
TOTAL	\$ 304,012	\$ 227,886	\$ 76,125	\$ 287,035	\$ 251,422	\$ 35,613	\$ 253,191	\$ 265,156	\$ (11,964)	\$ 247,278	\$ 241,903	\$ 5,375	\$ -	\$ -	\$ -	\$ 1,091,517	\$ 986,368	\$ 105,149

PASSES

	DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF
COUNT																		
DISCOUNT PASS	\$ 1,300	1,029	271	830	701	129	604	595	9	891	1,052	(161)	42	211	(169)	3,667	3,588	79
SEASON PASS	\$ 19	22	(3)	28	26	2	21	12	9	29	22	7	1	5	(4)	98	87	11
OTHER PASS	\$ 39	30	9	526	384	142	37	14	23	32	24	8	254	190	64	888	642	246
TOTAL	1,358	1,081	277	1,384	1,111	273	662	621	41	952	1,098	(146)	297	406	(110)	4,653	4,317	336
REVENUE																		
DISCOUNT PASS	\$ 85,119	\$ 61,310	\$ 23,809	\$ 50,363	\$ 42,609	\$ 7,754	\$ 30,538	\$ 34,856	\$ (4,318)	\$ 48,805	\$ 58,212	\$ (9,407)	\$ 3,026	\$ 12,110	\$ (9,083)	\$ 217,852	\$ 209,097	\$ 8,755
SEASON PASS	\$ 26,403	\$ 16,513	\$ 9,890	\$ 20,855	\$ 26,075	\$ (5,219)	\$ 16,053	\$ 12,347	\$ 3,706	\$ 17,829	\$ 24,496	\$ (6,667)	\$ 1,930	\$ 4,211	\$ (2,281)	\$ 83,070	\$ 83,640	\$ (570)
OTHER PASS	\$ 6,183	\$ 4,634	\$ 1,549	\$ 26,448	\$ 18,048	\$ 8,399	\$ 5,259	\$ 2,759	\$ 2,500	\$ 5,593	\$ 5,743	\$ (150)	\$ 14,579	\$ 10,441	\$ 4,138	\$ 58,062	\$ 41,625	\$ 16,436
TOTAL	\$ 117,706	\$ 82,458	\$ 35,249	\$ 97,666	\$ 86,732	\$ 10,934	\$ 51,849	\$ 49,961	\$ 1,888	\$ 72,227	\$ 88,451	\$ (16,224)	\$ 19,535	\$ 26,761	\$ (7,226)	\$ 358,984	\$ 334,362	\$ 24,621

CART FEES

	DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF
COUNT																		
PRIVATE CART FEE & PERMIT	\$ 209	205	4	233	243	(10)	122	164	(42)	138	190	(52)	0	0	0	702	802	(100)
PRO CART FEE	\$ 6,579	5,098	1,482	6,886	5,926	960	6,460	6,619	(159)	5,458	5,620	(162)	0	0	0	25,383	23,263	2,121
TOTAL	6,788	5,303	1,486	7,119	6,169	950	6,582	6,783	(201)	5,596	5,810	(214)	0	0	0	26,085	24,065	2,021
REVENUE																		
PRIVATE CART FEE & PERMIT	\$ 10,458	\$ 10,926	\$ (468)	\$ 10,789	\$ 8,050	\$ 2,739	\$ 3,509	\$ 4,871	\$ (1,362)	\$ 8,959	\$ 11,504	\$ (2,546)	\$ -	\$ -	\$ -	\$ 33,715	\$ 35,352	\$ (1,637)
PRO CART FEE	\$ 1,232	\$ 955	\$ 277	\$ 2,217	\$ 1,813	\$ 404	\$ 2,488	\$ 2,424	\$ 64	\$ 1,075	\$ 1,037	\$ 38	\$ -	\$ -	\$ -	\$ 7,012	\$ 6,229	\$ 783
TOTAL	\$ 11,691	\$ 11,882	\$ (191)	\$ 13,006	\$ 9,864	\$ 3,142	\$ 5,997	\$ 7,295	\$ (1,298)	\$ 10,033	\$ 12,541	\$ (2,508)	\$ -	\$ -	\$ -	\$ 40,727	\$ 41,581	\$ (854)

BUCKET OF BALLS

	DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF
COUNT	\$ 5,137	3,910	1,227	4,407	3,825	582	6,337	8,723	(2,386)	4,258	3,864	394	0	0	0	20,139	20,322	(184)
REVENUE	\$ 507	\$ 359	\$ 148	\$ 922	\$ 753	\$ 169	\$ 1,381	\$ 1,666	\$ (284)	\$ 402	\$ 333	\$ 70	\$ -	\$ -	\$ -	\$ 3,212	\$ 3,110	\$ 102

FACILITY IMPROVEMENT FEE

	DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF
COUNT	\$ 13,920	11,515	2,405	12,805	11,510	1,295	9,961	10,665	(704)	10,350	10,334	16	68	228	(160)	47,104	44,252	2,852
REVENUE	\$ 76,608	\$ 56,611	\$ 19,997	\$ 69,229	\$ 61,525	\$ 7,704	\$ 53,370	\$ 56,876	\$ (3,506)	\$ 56,509	\$ 57,975	\$ (1,466)	\$ 1,405	\$ 2,728	\$ (1,323)	\$ 257,120	\$ 235,715	\$ 21,405

REVENUE SUMMARY

	DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF	2023	2022	DIFF
Lessons	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
MISC REVENUE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL REVENUE	\$ 510,523	\$ 379,195	\$ 131,328	\$ 467,858	\$ 410,296	\$ 57,562	\$ 365,789	\$ 380,954	\$ (15,165)	\$ 386,450	\$ 401,203	\$ (14,753)	\$ 20,940	\$ 29,489	\$ (8,549)	\$ 1,751,560	\$ 1,601,136	\$ 150,423

Golf Fund - May 2023



	Adopted Budget 2023	2023 Adopted Budget Balance	2022 May Actual	2023 May Actual	2022-2023 Monthly Difference	2022 YTD Actual	2023 YTD Actual	2022-2023 YTD Difference	2022 YTD % Of Budget	2023 YTD % Of Budget	YOY % Change
Revenue											
Program Revenue	\$ 4,300,901	\$ 2,536,859	\$ 723,753	\$ 885,422	\$ 161,670	\$ 1,619,735	\$ 1,764,042	\$ 144,307	41.48%	41.02%	-0.46%
Pre-Sale Revenue		\$ (174,793)			\$ -	179,426	174,793	\$ (4,633)			
Facility Improvement Fee	\$ -		\$ (111,415)	\$ (137,336)	\$ (25,921)	\$ (252,024)	\$ (268,169)	\$ (16,145)			
Other Transfers-In	\$ -	\$ -			\$ -						
Total Revenue	\$ 4,300,901	\$ (2,630,235)	\$ 612,338	\$ 748,086	\$ 135,748	\$ 1,547,137	\$ 1,670,666	\$ 123,529	39.62%	38.84%	-0.77%
Expenditures											
Salaries and Wages	\$ 1,791,522	\$ 1,001,516	\$ 121,442	\$ 132,154	\$ (10,712)	\$ 393,415	\$ 419,561	\$ (26,145)	27.68%	29.52%	1.84%
Personnel Benefits	\$ 323,037	\$ 215,204	\$ 39,573	\$ 37,819	\$ 1,754	\$ 148,683	\$ 145,523	\$ 3,159	41.22%	40.34%	-0.88%
Supplies	\$ 410,750	\$ 240,311	\$ 37,380	\$ 45,031	\$ (7,650)	\$ 132,856	\$ 104,709	\$ 28,147	38.51%	30.35%	-8.16%
Services and Charges	\$ 1,053,068	\$ 817,609	\$ 69,152	\$ 77,128	\$ (7,977)	\$ 196,424	\$ 194,567	\$ 1,857	19.41%	19.22%	-0.18%
Interfund Payments	\$ 297,677	\$ 147,753	\$ 35,369	\$ 35,290	\$ 79	\$ 111,110	\$ 119,834	\$ (8,724)	41.52%	44.78%	3.26%
Subtotal Op. Expense	\$ 3,876,054	\$ 2,891,860	\$ 302,917	\$ 327,422	\$ (24,506)	\$ 982,488	\$ 984,194	\$ (1,706)	28.84%	25.39%	-3.45%
Capital Outlay	\$ 410,000	\$ (9,187)		\$ 15,146	\$ (15,146)		\$ 419,187	\$ (419,187)		102.24%	102.24%
Transfers Out		\$ -									
Total Expenditures	\$ 4,286,054	\$ 2,882,673	\$ 302,917	\$ 342,569	\$ (39,652)	\$ 982,488	\$ 1,403,381	\$ 420,893	25.20%	32.74%	7.54%
Net Gain/(Loss)	\$ 14,847		\$ 309,421	\$ 405,518	\$ 96,097	\$ 564,649	\$ 267,285	\$ (297,364)			

* Beginning Fund Balance	\$ 316,004
Less 7% Reserve	\$ (300,024)
Beginning Year Reserves	\$ 15,980
YTD Change in Cash	\$ 267,285
YTD Available Cash	\$ 283,265

* 2023 Beginning Fund Balance does not include the FIF reserve of \$2,004,790

Facility Improvement Fee - May 2023



	2022 May Actual	2023 May Actual	2022-2023 Monthly Difference	2022 YTD Actual	2023 YTD Actual	2022-2023 Monthly Difference
Revenue	111,415	137,336	\$ 25,921	252,024	268,169	\$ 16,145
Debt Service Expense			\$ -			\$ -

Beginning Fund Balance	\$ 2,004,790
YTD Revenues	\$ 268,169
YTD Debt Service Payments	\$ -
YTD Cash Balance	\$ 2,272,959