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## **City of Tucson Parks & Recreation Department**

### **TUCSON GREENS COMMITTEE MINUTES OF MARCH 26, 2015**

The Regular Meeting of the Tucson Greens Committee was called to order at 3:00 p.m., on Thursday March 26, 2015. The meeting was held at Tucson Parks and Recreation, Randolph Golf Complex, Cactus Room, 600 S. Alvernon Way, Tucson, Arizona.

Committee Members present: John Anttonen; Jerry Anderson; Jeff Farkas; Thomas Flanagan; and Matthew Witzke. Members absent: Tom Duddleston; Dr. David Kopec; Andres Ramos.

City Staff in Attendance: Greg Jackson (City Manager's Office); Erin Gallego (Administrative Assistant – Parks and Recreation); Amy Stabler (Ward 6 Council Aide).

OB Sports Staff in Attendance: Phil Green (Chief Operating Officer); Mark Woodward (Senior Vice President of Operations); Luke Beardmore (Sr. Vice President of Agronomy, Construction and Landscape); Robb Palmgren (General Manager – Randolph Golf Complex); Matt Kimble (Superintendent Randolph Golf Course); Jeff Eckart (Superintendent – Fred Enke Golf Course).

#### **I. CALL TO ORDER / ROLL CALL**

The meeting was called to order at 3:00 p.m.

#### **II. APPROVAL OF MINUTES – FEBRUARY 19, 2015**

Discussion was held.

Mr. Anderson stated section V. *Golf Course Rate Sheet Proposal* should have reflected the Committee's consensus of postponing the action of approving the rates until the March Greens Committee meeting.

Approved April 16, 2015

Mr. Farkas stated under section *VIII. 2014 TCG Annual Report* his statement should have read “The annual report was too short; however it was a nice depiction of the year.”

Mr. Anderson made a Motion to approve the amended minutes.

Mr. Farkas seconded the Motion.

The Minutes were approved by a vote of 5-0

### **III. CALL TO THE AUDIENCE**

None.

### **IV. GOLF COURSE REPORTS (EVENTS, ROUNDS, MAINTENANCE)**

#### **A. RANDOLPH / DELL URICH**

Mr. Woodward announced the Randolph Golf Shop will be featured in next month’s PGA magazine; OB Sports retail director Kim Nelson reorganized the shop with a U of A wall; the publication is circulated to all PGA members both nationally as well as internationally; shop sales are starting to go up; they had a clearance sale with some old merchandise that was about 15 years old.

Mr. Woodward reported the maintenance team has been spraying for weed control; tree trimming continues to be an ongoing project, as well as auditing the irrigation system for better distribution; they are also trying to improve the drainage in some of the bunkers.

Mr. Beardmore stated with OB’s national buying power they were able to save \$100 per ton on fertilizer for all the courses; and purchased high quality uniform products for all the courses.

Mr. Woodward announced the old Dell Urich starter shack will be reopened as a snack bar selling drinks and pre-packaged foods on April 1; they are looking for a unique name for the building; the restaurant operations are experimenting with daily specials, as well as new signage to attract some of the street traffic; they will be hosting their first jazz music night on April 17<sup>th</sup>; hoping they can do more after hours business.

Mr. Witzke suggested the snack bar be named in honor of Willie Kane.

Mr. Farkas inquired how all the new changes were being relayed to the public.

Mr. Woodward responded they have been doing radio, press releases, and banners; they currently have 47 things on their marketing list that they want to try and do.

Approved April 16, 2015

**B. SILVERBELL**

Mr. Woodward reported the Bermuda grass is out of dormancy; they have been busy with tree trimming, irrigation issues and spraying for weeds.

Mr. Beardmore reported the #18 bunker that was renovated 3 months ago is still holding up well; he also stated they have been using older top dressing sand that was stockpiled to assist with providing a facelift to the bunkers

Mr. Woodward stated the old Fairplay carts that were stored at Silverbell have been inventoried to surplus to be auctioned off.

**C. EL RIO**

Mr. Woodward reported the 100, 150 and 200 yardage markers have been put out on the course; they are dressing up some of the dirt areas between the holes, and have been doing solid tine punches to the greens in preparation for the summer season.

**D. FRED ENKE**

Mr. Eckart reported every morning the course looks greener then the morning before; it is transitioning into a great course. He further stated irrigation is the main issue at the course; however they are making quality improvements in order to properly manage the turf.

Mr. Farkas inquired if they were still working out of the old trailer.

Mr. Eckart responded they were, however he would rather focus his efforts on where the customers are, not where the workers meet.

Mr. Anttonen passed out an article from AZ Golf Insider magazine; stating it relates to short, inexpensive and easy courses; further stating by not overseeding Fred Enke and El Rio has been great for those courses.

Mr. Farkas stated the playability is impeccable at the courses and all the members need to share this information with the mayor and their council members.

Mr. Flanagan stated the courses have multiple audiences, and he isn't sure every golfer wants the same thing from a course.

Mr. Beardmore stated there are two things a golfer wants: First is playability, and second any detractors that take away from the playability; playability isn't necessarily the greenest, or the smoothest; we want our properties to be as fair as possible.

Mr. Green announced they have restructured the organization to resemble more of what they had originally envisioned by having an individual general manager at each of the City courses; he introduced Robb Palmgren as the

general manager for the Randolph Golf Course; Tom Tatum will remain as the general manager at Fred Enke; Robert Moreno will be the general manager at El Rio; and Al Murdock has been appointed the general manager at the Silverbell golf course.

**V. GOLF COURSE RATE SHEET PROPOSAL**

Mr. Woodward stated the existing rate sheet is very complicated and in need of revising; the proposed matrix would simplify the rate structure and would allow OB Sports to charge the maximum allowable rates; market conditions would dictate what they charge, but they would have the ability to discount the rates; this dynamic pricing would allow OB Sports to go as high as the maximum rate.

Mr. Anderson stated it is crucial to help the elected officials understand that this will work better, it will allow better marketing opportunities; they need to be educated on this, it is not a matter of raising the rates.

Mr. Green stated this structure just gives OB some flexibility to be able to charge the maximum rate if the market dictates it; which OB currently does not have.

Mr. Witzke stated Mayor and Council should have the history of the past rates.

Mr. Jackson stated yes; this is just the top end, not what will be charged every day.

Mr. Flanagan stated he felt OB Sports should have the flexibility to charge the maximum rate allowable when the market dictates.

Mr. Anderson made a motion to present a letter of support to Mayor and Council approving the proposed rate change structure by OB.

Mr. Witzke seconded the motion.

Motion was passed 5 – 0.

**VI. RESIDENT VS NON RESIDENT ROUNDS INCLUDING AVERAGE DAILY RATE**

Mr. Woodward presented the report stating from July 1, 2014 through February 28, 2015 approximately 13 to 15% of play is from non-residents; which averages about \$17 per round excluding cart; the average daily rate for residents would be about \$13.30 per round.

Mr. Witzke inquired if the non-resident group members will start being charged the non-resident rate.

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Mr. Green responded it would be addressed in future rate changes.

**VII. OPERATING REVENUES AND EXPENSES REPORT**

Mr. Woodward presented the report stating year to date through February they were budgeted for 129,500 rounds and they came in at 134,440, however they are under in collected fees per round; on the expense side they have underspent by about \$258,000 they are still about \$409,000 behind; the short fall is on the revenue side; overall from budget we had a really good January and a really good February, we are on track to close the gap.

Mr. Farkas inquired if they will finish in the black and start repaying the City.

Mr. Green responded they are estimating they will finish in the red.

Mr. Flanagan inquired when Council reviews the budget, will they spend 30 minutes or more on golf.

Mr. Jackson responded he would let the committee know.

**VIII. GREENS COMMITTEE GOLF COURSE INSPECTIONS REPORT**

No report.

**IX. CALL TO THE AUDIENCE**

None.

**X. NEXT MEETING DATE AND LOCATION**

The next Tucson Greens Committee meeting will be held on Thursday, April 16, 2015, at the Randolph Golf Complex, in the Cactus Room, at 3:00 P.M.

**XI. FUTURE AGENDA ITEMS**

D.I.V.O.T.S. Report  
First Tee Update  
Summation of water rates and how they are determined  
Discussion on rotating meeting locations

Approved April 16, 2015

**XII. ADJOURNMENT**

Mr. Anderson made a Motion to adjourn.

Mr. Farkas seconded the Motion.

The Motion passed, 5- 0.

The meeting was adjourned at 4:25 P.M