



City of Tucson Parks & Recreation Department

TUCSON GREENS COMMITTEE MINUTES OF JUNE 25, 2015

The Regular Meeting of the Tucson Greens Committee was called to order at 3:00 p.m., on Thursday June 25, 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; Tom Duddleston; Jeff Farkas; Thomas Flanagan; Dr. David Kopec; Andres Ramos; and Matthew Witzke. One seat vacant.

City Staff in Attendance: Nick Ross (City Manager's Office); Erin Gallego (Administrative Assistant – Parks and Recreation); Stephanie Brooks (Secretary – Parks and Recreation); Amy Stabler (Ward 6 Council Aide).

OB Sports Staff in Attendance: Mark Woodward (Senior Vice President of Operations); Dale Moseke (Vice President of Sales and Marketing); Robb Palmgren (General Manager – Randolph Golf Complex); Tom Tatum (General Manager – Fred Enke Golf Course); Jeff Eckart (Superintendent – Fred Enke Golf Course); Al Murdock (General Manager – Silverbell Golf Course); Reuben Proper (Superintendent – Silverbell Golf Course).

I. CALL TO ORDER / ROLL CALL

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

II. APPROVAL OF MINUTES – APRIL 16, 2015

Mr. Anderson made a Motion to approve the minutes.

Mr. Duddleston seconded the Motion.

The Minutes were approved by a vote of 8-0

III. CALL TO THE AUDIENCE

Approved on July 16, 2015

Mr. Larry Pagel of 4146 E. Kilmer St., Tucson AZ 85711; stated several years ago the Mayor and Council led by Regina Romero demanded Tucson City Golf come up with a plan to pay off debts and start showing profit. Mr. Pagel mentioned that he previously addressed the Greens Committee years ago and stated his ideas to regarding the Civano property located at Houghton and Irvington, at the time Pima County and RTA were in the process of widening the street to six lanes along with other improvements. The land was going to be prime property and worth a lot of money with the improvements. Mr. Pagel mentioned the history of the land belonging to Golf with plans of building a golf course. Golfers paid for the land and the land was offered to City of Tucson for \$4.5 million.

Shirley Scott's recent article stated the City of Tucson will sell the land and pay off the general fund debt. The City did not go through the proper appraisal process to sell land.

Mr. Pagel suggested the Greens Committee look into the issue and inquire about the money going to City Golf and to make a statement to Mayor and Council, demanding any proceeds over \$4.5 million should go back to City Golf as well as voice concerns about the City of Tucson collecting profit and possible closure of El Rio and Fred Enke.

Mr. Anntonon requested that this item be placed on future agenda.

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

A. RANDOLPH / DELL URICH

Mr. Woodward reported approximately 20 events took place at Randolph in the last few months. Recent events included Jazz Night, weddings, vow renewals, the Saints Peter and Paul Golf Tournament, graduation parties and City Amatuer the Jr. Golf event with approximately 140-180 attendees per event. Future events include "Bogeys and Beer Day" and an additional music event.

Mr. Farkas inquired about the revenue from events. Mr. Palmgren confirmed profits.

Mr. Woodward reported the Dell Urich plaque was recently hung back up in the grill as requested by Mr. Pagel.

Mr. Woodward announced new programs recently launched including new Mega Pass, Summer City Card, Summer Five Play Pass, Mother's Day and Father's Day promotions.

Mr. Woodward stated new range supplies were recently received to upgrade facility and the food and beverage manager has been hired, Eddie Aguirre.

Mr. Woodward reported fairway project is underway on North and Dell Ulrich. Randolph was aerified in June.

Mr. Woodward reported M.A.I.T.S inspection recently conducted at facilities, currently working on the abatement of the issues. Budget will be impacted by repair costs.

Mr. Farkas inquired about kitchen inspections.

Mr. Woodward confirmed all kitchens were inspected.

Mr. Woodward stated that Randolph received Tahosa AIA award, Division II State Championship to take place November 2nd & 3rd after overseeding.

B. SILVERBELL

Mr. Woodward reported recent events at Silverbell included Arizona Jr. Golf Association with 117 players, City Amateur with 118 players, smaller groups with up to 60 players, and a wedding party. An increase in golf events and non-golf events has been noted.

Mr. Woodward mentioned the new Ping rental sets at all facilities.

Mr. Anderson inquired about greens at Silverbell.

Mr. Woodward stated recent repairs included pump station repairs at approximately \$15,000-16,000, sound system was recently repaired and irrigation issues continue to be addressed.

Mr. Woodward mentioned the Hansen article and stated that OB Sports is aware of the issues mentioned. OB Sports is doing everything possible to improve conditions with noticeable improvements in 3-4 weeks as Bermuda is growing steady.

C. FRED ENKE

Mr. Woodward mentioned big events included the Annual Jamison Cup Best Ball which was a two day event.

Mr. Woodward stated cosmetic work continues including painting, fencing and vertical mowing. Irrigation system issues continue to be challenge.

D. EL RIO

Mr. Woodward mentioned recent events included Jr. Golf Big Break with 140 kids, Mother/Daughter LPGA Tournament and the Father/Daughter event.

Mr. Woodward stated painting continues and deep cleaning of kitchen.

Mr. Ramos inquired if they would have changed anything in regards to continuing with the aerification schedule knowing that the Bermuda had not filled in properly, and there was a lot of POA annua.

Mr. Woodward responded they discussed what to do in the future with OB's senior agronomist; however tournament schedules do sometimes dictate the schedule, this was a learning experience.

V. OPERATING REVENUES AND EXPENSES REPORT

Mr. Woodward provided spreadsheet and stated a 7% increase in rounds. June was a tough month with a loss of \$87k. Annual projected loss \$450-\$500k, no including water credits. Final fiscal year numbers are better than anticipated in January.

Mr. Anderson inquired about the proposed fee schedule that was to be presented to Mayor and Council.

Mr. Woodward responded that Mr. Jackson would have to update the members on that item.

VI. TUCSON MEDIA GOLF CLASSIC – VISIT TUCSON

Presentation by Mr. Brent DeRaad, President & CEO, Visit Tucson. Mr. DeRaad provided a handout with an overview on golf marketing and Tucson Media Golf Classic including 70 media outlets and the recent national opportunity on Golf Channel thanks to the Tucson Conquistadors. Print opportunities include Golf Digest and Golf Magazine. Golf Chicago TV is also a cooperative opportunity as Chicago is one of top feeder markets. Visit Tucson webpage contains links to each golf course. Mr. DeRaad stated that he writes for quarterly column for Golf Arizona and always mentions Tucson City Golf.

Mayor and Council has made it clear and requested that Tucson City Golf is a big part of marketing message.

VII. MARKETING STRATEGY- OB SPORTS

Dale Moseke, Vice President of Sales and Marketing, OB Sports provided a marketing update and a power point handout presentation detailing the numerous marketing tools including digital, traditional print marketing and the City Card.

Mr. Moseke stated 49% of digital traffic is via mobile devices and the importance of the digital side such as the responsive website, targeting to maintain activity.

Mr. Moseke explained how Tarket Marketing, Behavioral Marketing and re-marketing work via social media outlets and the importance of email campaigns.

Mr. Moseke stated additional programs currently marketed are the Mega Pass, Jazz Nights, and Bogeys and Beer event.

Approved on July 16, 2015

VIII. GREENS COMMITTEE GOLF COURSE INSPECTIONS REPORT

No report – continued to next meeting.

WATER RATE HISTORY – BELINA ODEN, TUCSON WATER

No report – continued to next meeting.

TUCSON GREENS COMMITTEE ELECTION OF OFFICERS

A nomination for Mr. Anttonen for Chairman was voiced, nomination was seconded, no other nominations made, all in favor 8 to 0. A nomination for Dr. Kopec for Vice Chairman was voiced, nomination was seconded, no other nominations made, all in favor 8 to 0.

IX. CALL TO THE AUDIENCE

None.

X. NEXT MEETING DATE AND LOCATION

The next Tucson Greens Committee meeting will be held on Thursday, July 16, 2015, First Tee, at 3:00 P.M.

XI. FUTURE AGENDA ITEMS

Water rate history
FY16 Tucson City Golf Budget
Report on Civano land

XII. ADJOURNMENT

Mr. Anttonen made a Motion to adjourn.
Mr. Duddletson seconded the Motion.
The Motion passed, 8- 0.
The meeting was adjourned at 4:39 P.M