

**City of Lancaster
Golf Course Committee Meeting
Minutes**

Date: Monday, February 21, 2022

Time: 5:00 PM

Place: **City Council Chambers** (3rd Floor), 206 S. Madison Street, Lancaster, WI

Agenda:

1. Call Meeting to order at 5:03
2. Roll Call
Members present: Bob Schmidt, Dick Becker, Mike Haberlie, Pete Hoffman, Linda Miller, David Carlson
3. Public Comments
None
4. Review Golf Course Fees as approved by the City Council (attached). Discussed fees as approved by the Council
5. 2021 Golf Course Financials were reviewed by committee. Discussion revolved around how the city made such a major improvement in finances. Main factors in success were increased participation, enforcing golf cart rules re: everyone who rides pays the fee, beverage sales.
6. Review how 2021 went and recommendations for changes to operations for 2022. Major concerns with the course include:
 - a. Tee condition, particularly not being level. Committee would like to address two tee boxes a year. Recommendation to start is with the 12 and 14 tee boxes – doing the front tee box on one and the back box on the other
 - b. Signage update
 - c. Concrete/paving the cart path by the new hotel that was not repaired, and the same for Tee Box 1 area (kart parking included)
 - d. Making sure ordering is being done for the pro shop, in particular balls, tees, etc.
 - e. There should be five-six scheduled committee meetings – possibly March, May, July, Sept, October.
 - f. Getting part time staff set up for the year.
 - g. Bridge crossings need to be improved, in particular at hole 18.
7. Hiring process for new Golf Course Manager with Tim's leaving us (ad attached). Pete Hoffman will sit on interview panel.
8. Recommendations for changes to GC operations. Committee agreed continuing what was done in 2021 was best plan, including not seeking to change food options/restaurant changes. Committee expressed appreciation for Tim's management and Ron's maintenance of the course
9. Future agenda items – Next meeting will be March 28th, 2022, 5pm, Council Chambers
10. Adjourn 6pm

**MINUTES
GOLF COURSE COMMITTEE MEETING
MARCH 28, 2022
4:30 PM**

1. Call Meeting to Order

Bob called the meeting to order at 4:51 P.M.

2. Roll Call

Members present: Schmidt., Becker, Haberlie, Hoffman (late) and Miller (late)

Members absent: None

Also present: Clerk Kurihara, DPW Hauth and Grounds Maintenance Specialist Mara

3. Public Comments

None

4. New Golf Course Manager

Sarah Williams introduced herself to the Committee as the new Golf Course Manager.

Hoffman arrived at 4:53 P.M.

Miller arrived at 4:57 P.M.

5. Course Improvements

The following are the planned improvements:

- a. Leveling tee boxes
- b. Concrete/paving the cart path by the new hotel and Tee Box 1 area.
- c. Replacement of hole #18 bridge.

6. Equipment Condition

Most equipment is up to date with scheduled replacement but is determine on a year-to-year basis as part of the budget. Currently, a budgeted new mover will be ordered this Spring to replace the old Toro.

A future capital improvement need will be replacement of the front nine irrigation system at an estimated cost of \$500,000.

7. Cath Path Paving

Iverson might be able to do the paving this May with the hotel area first.

DPW will also look at concrete option.

8. Hole #18 Bridge

Street department will schedule the replacement when time is allowable.

9. Alcohol Rules

Clerk will work with City Attorney on a memo outlining the rules regarding alcohol beverages allowed/not allowed on the Golf Course.

Golf Course Manager will order signage prohibiting carry-ins with City Attorney review.

10. Signage

Maintenance will order new directional signage.

11. Advertising Signs

Previously the rate was \$225/one-year or \$560/three-year and currently a new sign cost about \$185.

Motion by Hoffman, second by Becker to approve advertising signs to be sold at \$600 for three-years with all new signage to be purchased on the next 3-year cycle. Motion carried.

12. Part-Time Help

Two more hires need for the clubhouse.

13. New Score Card

Golf Course Manager will contact the Wisconsin Golf Association to mark the course yardage to be accurately reflected on the course and cards. In the meantime, only a small number of cards will be ordered.

14. GC Operations Recommendation

No Action

15. Future Agenda Items

- Alcohol Rule Update
- Next meeting will be May 2nd at 5:00 PM at the clubhouse.

16. Adjourn

Meeting adjourned at 5:42 PM.

David Kurihara, City Clerk

MINUTES
GOLF COURSE COMMITTEE MEETING
MAY 2, 2022
5:00 PM

1. Call Meeting to Order

Meeting called to order at 5:01 P.M.

2. Roll Call

Members present: Burks, Becker, Haberlie, Hoffman and Miller

Members absent: None

Also present: Clerk Kurihara and Golf Course Manager Williams

3. Elect Chairperson and Secretary

Becker nominated Burks as Chairperson.

With no further nominations, the nominations closed.

Burks elected Chairperson by a vote of five (5).

There was a consensus not to elect a secretary, but the Chairperson will keep notes and forward to administrative staff (Clerk/Deputy Clerk) to prepare minutes.

4. Minutes

Motion by Hoffman, second by Haberlie to approve Golf Course Committee Minutes of 2-21-22 and 3-28-22. Motion carried.

5. Alcohol Beverage Rule Update

A memo prepared by the City Attorney was handed out addressing the sale and possession of alcohol beverages at the golf course.

In summary, it is his interpretation of state law that only beer is allowed to be sold, and the public is prohibited from carry-in any alcohol under any circumstances.

6. Course Improvement Update

Cart path near hotel has been finished.

Committee wondered when the cart path work near the Hole #1 tee box will be started/completed and wanted staff to investigate the following:

- Redirecting cart travel from Hole #12 to #13.
- Leveling Hole #14 tee box
- Inspect tree in Hole #8 fairway.

7. New Score Card

A sample card was shown which replaced advertising on the back with the layout of the course and will include both men and women handicaps.

Hoffman wondered if staff could look into offering a digital scorecard too if possible.

8. Future Meeting/Agenda Items

- Tee Sign Update
- Course Maintenance Update
- Marketing Plan Discussion
- Next meeting will be June 9th at 5:00 PM at the clubhouse.

9. Adjourn

Motion by Hoffman, seconded by Haberlie to adjourn the meeting at 5:38 P.M. Motion carried.

David Kurihara, City Clerk

Golf Committee Meeting June 9, 2022

Called to order by Hoffman at 5:00pm, members present, Hoffman, Haberlie, Becker, Miller, Sarah Williams, John Hauth, absent Burks

Minutes approved on motion by Haberlie and Becker

Williams gave update on tee box advertising signs. 2 not renewing possibly 3 new ones. Waiting on prices to update signs. Discussed updating all signs with new logo. Decided to update as signs are replaced.

Hauth gave maintenance update, report attached

Committee asked about bridge replacement on #7 & #18. Hauth said some materials are on hand similar to those used for bridge on #6. He will check with lead maintenance worker to see if crew can fit the project in later this season.

Hauth also noted maintenance staffing is lower than desired with crew made up of one full time person and the rest are seasonal.

Wayne and Katherine Farrey memorial donation of \$5,000. The family has asked that the donation be used for new metal ball washers and to replace trees on the course. Committee suggested club washers and shoe scrapers and possibility of transplanting pine trees from nursery area. Committee will come up with a list of locations for these items.

Williams reported on marketing plan. Hidden Valley Advertising brochure is up for renewal with slight increase over last year but will now offer Facebook advertising. There is a 5% discount for renewing advertisers. Committee was in favor of renewing and mentioned a local person that does Facebook advertising that might be worth checking in to.

Williams is working with a person that will fly each hole of the course with the video going on the course website.

Future agenda items: Marketing plan, Bridges, Tee boxes, New computer

Future plans for serving meals for leagues, is it worthwhile?

Should #14 be changed back to par 5

Next meeting July 21st 5:00pm at country club

Meeting adjourned at 5:50pm

ATTACHMENT: Golf Course Maintenance update to Committee

Paving of cart parking area:

Received a quote from Iverson Construction for asphalt paving of cart parking area at tee box #1 of \$12,530. This includes grading, watering, and compacting of base material and 2" of hot mix asphalt.

The area is too small for a paver so all work will be done by hand. The existing asphalt path from parking lot to cart shed will be destroyed from trucks and equipment. Replacement of this is not included in the quote at this time.

Preliminary estimate to pave this area with concrete using city staff is approximately \$13,500 for concrete only. This does not include re-bar, prep work, gravel, or pump truck for concrete. Replacement of the asphalt path from parking lot to cart shed is estimated at \$2,500 for concrete only.

After looking at the project area with a local concrete contractor and further discussion with Iverson Construction concrete pavement is the better option.

Things to consider:

Concrete pavement will take at least two weeks of good weather to complete. Carts will need to be located to another area during the work. Hole #1 tee box will not be useable and lower part of parking lot will be used to stage equipment.

A concrete pump truck will need to be used to transfer concrete from concrete trucks to formed areas because trucks are too large to drive off the parking lot to the tee box. There is also a shallow sewer force main under the gravel area between parking lot and tee box along with irrigation lines and sprinkler heads that could be damaged by large trucks.

The best time to do concrete work would be in September and October while weather is still warm, and golfing slows down.

Asphalt paving would only affect the tee box area for a couple of days.

Concrete will be stronger and last longer than asphalt.

City crew can do the work, but it will be a challenge, long projects like this take away from normal maintenance work. The crew is smaller than it was in year's past and a couple of new crew members don't have much experience with concrete.

It would be better to contract the work out.

\$15,000 has been budgeted

Air conditioner:

On Memorial weekend the air conditioning unit that serves the pro shop, restrooms and kitchen areas froze up and leaked water through the ceiling in men's room. The unit was low on Freon and it is assumed there is a small leak in the system although the technician was unable to find it. We decided to take a chance with adding Freon to buy some time and get through an upcoming golf outing. The unit was installed in 2013 at the same time the unit for the dining room area. That unit was replaced several years ago.

A quote for replacement of the air conditioning unit was received and is readily available. There is a small savings on materials for replacing air conditioning and furnace at the same time.

Walk in cooler/freezer in kitchen:

Cooler compressor needed freon added, no leaks were found and appears to be running well. The fan motor on freezer needs to be replaced and one of the two fan blades broke. I spoke with Kevin Olson at Southwest Refrigeration about the repairs, he was told by the manufacturer the fan motor is obsolete and they are looking for a suitable replacement. The fan blade is a common part and will be replaced. Kevin feels the cooler and freezer are in good condition and no need for total replacement.

Pro Shop roof:

This roof is due for replacement, repairs have been made the past couple of years to prevent water leakage. One price has been received so far. \$6,000 has been budgeted.

Restroom exhaust fans:

Both restroom exhaust fans need to be replaced, they are old and neither is operating properly.

Replacements have been ordered.

Golf course meeting 8/15/22

Roll Call:

Pete Hoffman

Dick Becker

Sarah Williams

Sara Burks

Minutes - approved by Pete and Dick

Bridges:

#7 & #18 Need to confirm w/ The City what the capacity is and how the Bridges #7 and #18 will be repaired. We understand there is a plan for maintenance however Sarah hasn't heard what it is.

TBoxes:

Starting w/ white on 12 and red on 14. If Ron needs help Pete feels there are plenty of volunteers that would help.

What needs to be done: Sod cutter to take it off and reseed it and level it back out, pack it down level.

League Menu:

We aren't taking a loss but it is hit and miss. Sarah has been preparing the meal in advance. Is this really part of her job?

Alternatives: Grill on demand to create a sense of urgency.

She has ruled out the idea of signing up for meals to be brought in as it has not worked in the past. It is not realistic to move the sales desk to the back as they wouldn't be able to see hole 1 for walk on golfers.

Takeaway: Food does not seem to be a big draw right now and Sarah doesn't have a lot of capacity to handle this along w/ all the other responsibilities of the course.

Marketing Plan:

Ad spend \$1000 for 2022

We have spent \$270ish on coupons and magazines which are being redeemed.

Drone coverage of the course has been shot. Sarah is waiting to see the footage.

- confirm how the city website works w/ the golf course. ??

Discussed ideas of marketing agencies or individuals to curate content.

-Ribbon cutting FREE PRESS.

- Confirm a Stay and Play package w/ Hotel

- Consider a Work Study or OJT student from LHS or Tech to do media and marketing for City and Golf Course.

2023 Pricing

Also the additional Surcharge added to out-of-towners. - Sarah feels this is going to turn people away.

Idea is to keep prices lower and encourage add-on sales with beverages and possible food.

Recommended: 2% increase for 2023.

Punch Card - Sarah feels that she is losing money on the punch card as it includes the cart.

Recommends going from \$310 to \$440 for the punch card w/ cart and the card needs to be dated so they expire at EOY.

Potosi guys bought punch cards to avoid the surcharge.

Surcharge Idea was: an additional 10% added to their membership cost

Idea: If we keep it to Give the residents of Lancaster a discount vs wording it that out-of-towners pay more.

Our Recommendation is for Lancaster Country Club to DO AWAY w/ the surcharge.

Dodgepoint is offering a discount to attract out-of-towners.

Idea is that people come here to golf and they spend money in the community.

- If we can continue to run in the black we do not see a need for Lancaster residents to penalize anyone using the course.

Idea is to drop rates once school starts during the afternoon to encourage additional users.

Maintenance goes down at this time.

Fall Rates start Sept. 6th and drop to morning rates \$31/\$36 with a cart for 9 holes. \$35/\$42 for 18 holes.

Early Bird Membership - Sarah is proposing an early bird rate to pay by Feb. 1, 2023 to get the money before they spend it somewhere else (Price is 2022 rates)

Golf Committee would like to have a council recommendation by the Sept. meeting.

Future agenda items:

Confirm 2023 fees

Punch Cards

Bridges

Cement expense by cart shed

Marketing Plan

Tree Service to move pine trees

Policy for donating trees and signage.

Hole signs - still looking for donations for those - chamber will reach out to them for donations.

Sept. 27 2022.

Linda - by phone

Sara Burks

Sarah Williams

Pete Hoffman- no

Dick Becker- came late.

Approval of Meeting minutes

4). Bridge Discussion:

John H. mentioned coordinating timing and crew to get the job done.

A). Renting a mower to see exactly what we have to work w/ - concern is #18 green is the best place to put a bridge to not interfere w/ other players. It is a lot of low-lying areas. Unsure of what materials will be needed until mowing is done to clear the area to assess.

- More info to come once mowing exposes the true vast of the job.

-

B). #7 also needs attention - the bridge that is there is getting washed out underneath.

Proposed to build up bridge #7 and then build another bridge one up the creek. Bids will be taken.

Timeline: Unknown at this time.

5). Marketing Plan: No current plan, it is left in the hands of the Golf Course operator.

The Bucky Book is a good outlet, Hidden Valley magazine they do Social Media sharing of whatever Sarah sends him.

The plan would be to implement a social media strategy with the assistance of the Chamber of Commerce - working on golf signs letter and Heather will mail them.

The drone project is almost done.

6). Discuss 2023 Prices:

David proposed that we do not need to be the cheapest 18-hole course in the area with the amount we spend on maintenance and the type of course we have. We have a beautiful course and he feels that we should charge for it.

Payroll is about to increase by \$2-\$5 per hour to get help, therefore we need to support the additional expense.

David proposes to raise rates to match at least not be the lowest course. Ok being the lowest course in the community for students at slow times.

- Do a Club Ralley Donation to rent out for \$5.

Cart expenses - 2% or add \$2 for 18 holes. Promised by Dick. Or possibly add a surcharge in the middle of the year.

Sarah says 80 or 90% of golfers rent carts

- Proposal is to raise prices across the board to match other similar golf courses
- Our recommendation is to do away w/ the surcharge - it is difficult to manage, and not consistent.

7). Punch Cards:

Our proposal is to get rid of Punch Card - we lost revenue on them in 2022.

8. Cement Expense: - Need asphalt by the parking and cart shed.

- New Asphalt - This year's price was \$13K to pave it. The issue is it will need to be hand work due to the small space. This will be a major project because cement trucks can't get in there either.

Fall is the best time to do it but it will disrupt golfing.

-Concrete is the better product so John also got a quote on the concrete estimated was \$60K - 6inches thick and concrete everything that is gravel.

-Recycled Asphalt was also discussed Scott felt that was a bandaid. Only good for 2-3 years. John feels this has been done in the past. This is available so the expense here is LABOR. The committee requested John get another bid.

- Linda requests to do it right the 1st time

- Dick request to use recycled asphalt.

9. Tree Services - John is contacting the group out of Hazel Green to move trees. He has not heard back from Beeler tree services. No price yet as Beeller tree service has not been up yet to look at them.

Early Spring is the best time to move them. They aim to move every other tree to save the root system. If the course can't use them all John aims to put them elsewhere in the community.

Where to put them: Along #4.

10: Policy for Donating Tree and Signs:

By #1 green there is a rock w/ a plaque on it, a maple tree was removed but shouldn't be put back on the green. It is something else to maintain. Currently, John H. is responsible for deciding where trees and signs are placed. He follows the tree ordinance under the discretion of the City. Donations all need to go through the Public Work director and will not be able to be approved by Golf Committee or a council without the approval of the public works director.

11: Hole Signs:

She extended a sign for 1 year as it was damaged and they didn't get their advertising.

Sarah has a letter ready to go to businesses requesting sign donations. Heather at the Chamber will mail them out.

12: Finalize Golf Budget and make recommendations to council: Sarah is going to review numbers and prices for 2023 and we will discuss at next meeting.

13. Future Meeting Agenda Items
- budget

14: Adjourn: Dick adjourned and Linda 2nd

Oct 13, 2022

Dick Becker
Sarah Williams
Sara Burks
Pete Hoffman

We made 2 edits from the Sept. meeting minutes. With edits, Pete Hoffman approved and Dick 2nd the approval of minutes. (see edits on #6 and #10 from Sept minutes)

#6

Sarah says ~~80-90%~~ of golfers rent carts *EDIT to 98%*

10: Policy for Donating Tree and Signs:

*By #1 green there is a rock w/ a plaque on it, a maple tree was removed but shouldn't be put back ~~on the~~ *NEAR the GREEN* green.*

2023 Prices and make recommendations to Finance Committee

As a board, we would like to do the Early Bird special to honor the 2022 prices cutoff by January 2-15th to get as much as we can early. Sales could be called in or mailed. We would increase the marketing effort of the Early Bird Special to promote via email, FB, and the City Water Bill. We also want to look into selling Memberships on our TeeSnap Website

<https://www.lancastercc-wi.com/>

We propose 3% across the board and go whole numbers and round up to the nearest \$.50 increments. Example: \$18.12 is now \$18.50

Punch cards - Eliminate - Motion made by Dick and 2nd by Pete (we agreed to honor what is existing but not sell anymore)

We propose to keep Twilight as it is a friendly draw for golfers.

Ice Machine

Discussed the idea of buying an Ice Machine instead of buying \$2200+ worth of ice each year.

Benefits: Time to run get ice, or have it delivered. Also, the hassle of the issue of personnel running outside to get ice takes them away from the Pro Shop.

We feel that we could pay off the Ice Machine in 1 or 2 years.

Budget clarity:

-\$200 revenue for Billboard? What is this?

-Clarity on Wages. Why are we lowering Salaries and a very small increase in part-time wages? We were under the impression that people would be getting raises. We are in favor of approving wages, however, we don't see that represented in the budget.

-Discussed lowering costs by putting in a well but feel that due to the creek DNR will not entertain this idea to lower utilities.

We also discussed buying a smaller chest freezer for \$100 instead of a larger freezer which will be expensive to run and cost far more money to buy. Sarah feels she would be able to use the smaller chest freezer.

-Need Clarity on CLUB HOUSE RENTAL/LEASE vs FACILITY RESERVATION FEE? What is the difference?

- Clarity on SIGN ADVERTISING?

We feel that is \$200 higher because we have $14 \times \$600 = \8400 , not \$8600. (this may be due to an admin fee that was sent in along w/ sign money early on)

-Roof - we do not see any budget for Clubhouse improvements for 2023.

Next meeting:

Nov. 16th at 5 pm

Dick adjourned and Pete 2nd.

Date: Wednesday, December 14, 2022

Time: 5:15 PM

Place: 5 Golf Rd., Lancaster Country Club, Lancaster, WI

1. Call Meeting to order

2. Roll Call

Sara Burks

Pete Hoffman

Sarah Williams

Linda Tippet

Dick Becker

Mike

3. Approve Golf Course Committee minutes 11-15-22 - Pete Hoffman and Dick Becker approved.

4. Discuss 2023 Prices and make recommendations to Council

Discussed student prices and agreed to set students:

We agreed to keep early bird special pricing for 2023.

All agreed on the City Fee Schedule 23 is approved by the committee.

All agreed to do away with the surcharge and no punch card.

Add - kids golf for free with a family membership.

5. Advertising plan for 2023

Sarah signed up for Golf Moose 85%-15% is the split for sales.

Sarah talked to Beer Distributor to make a sign for the membership campaign to put on the street to encourage membership sign-up.

UWP membership drive.

Make posters to distribute (possibly)

Ask Chamber for assistance - mailing, buzz on the square, anything else.

Ask HS Golf team to help promote

Send out an Email w/ application, rules, and information about the membership drive.

Market the fact that Kids golf FREE with parent membership - kids to age 23.

“Way Finding” signage?

A possible new sign along the street.

Starting to make posts as soon as the council approves the fees.

6. Sarah will present on Ice machine and Cart prices

In 2022 we paid \$2226 in ice.

Cart prices - they have not gotten back to her as of the time of the meeting.
Ice Machine - tabled until next meeting

7. Future meeting/agenda items

Ice machine and cart prices
Marketing Drive
Ideas for future Tournament

8. Adjourn Pete and Dick

Next meeting date: March 1, 2023 5:15pm