



AGENDA

Golf Advisory Board Meeting

5:15 PM - Wednesday, February 22, 2023

Parks and Recreation Conference Room, 500 E. 3rd Street

Addition to Procedural Information

Remote Participation:

Options For Remote Participation:

1. By Telephone: When it is time to speak during the meeting, the moderator will unmute the line, state the person's name who will be speaking.

To participate, dial the following phone number: +1 669 900 6833 US

Then, there will be a prompt to enter the meeting ID followed by the pound (#) sign.

Meeting ID: #899 7179 4893

Please press # when asked for a participant ID.

Stay on the line until the meeting moderator provides additional instructions

Notice of Non-Discrimination

It is the policy of the City of Loveland to provide equal services, programs and activities without regard to race, color, national origin, creed, religion, sex, sexual orientation, disability, or age and without regard to the exercise of rights guaranteed by state or federal law. It is the policy of the City of Loveland to provide language access services at no charge to populations of persons with limited English proficiency (LEP) and persons with a disability who are served by the City.

For more information on non-discrimination or for translation assistance, please contact the City's Title VI Coordinator at TitleSix@cityofloveland.org or 970-962-2372. The City will make reasonable accommodations for citizens in accordance with the Americans with Disabilities Act (ADA). For more information on ADA or accommodations, please contact the City's ADA Coordinator at ADACoordinator@cityofloveland.org or 970-962-3319 .

Notificación en contra de la discriminación

La política de la Ciudad de Loveland es proveer servicios, programas y actividades iguales sin importar la raza, color, origen nacional, credo, religión, sexo, orientación sexual, discapacidad, o edad y sin importar el uso de los derechos garantizados por la ley estatal o federal. La política de la Ciudad de Loveland es proveer servicios gratis de acceso de lenguaje a la población de personas con dominio limitado del inglés (LEP, por sus iniciales en inglés) y a las personas con discapacidades quienes reciben servicios de la ciudad.

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Title VI and ADA Grievance Policy and Procedures can be located on the City of Loveland website at: cityofloveland.org

Password to the public wireless network (colguest) is accesswifi

	Page
1. CALL TO ORDER	
2. ADOPTION OF MINUTES	
2.1. Adoption of January 25, 2023 Minutes	3 - 6
25 Jan 2023 Minutes	
3. CITIZENS REPORT	
4. COUNCIL LIAISON REPORT	
5. ACTION OR DISCUSSION ITEMS	
5.1. 2022 Golf Advisory Board Annual Report	7 - 9
Presenter: Andrea Sheldon	

[Agenda Item 5.1](#)
[2022 Golf Advisory Board Annual Report](#)

6. NON-ACTION OR INFORMATIONAL ITEMS

6.1. 2024 Budget Process

Presenter: Mark Esoda

*Verbal at meeting

Preliminary discussions: 10 Year Cash Flow, Fees

7. STAFF REPORTS

8. BOARD MEMBER COMMENTS

9. ADJOURN

UPCOMING MEETINGS OR EVENTS

Next Board Meeting: March 22, 2023



MINUTES

Golf Advisory Board Meeting

5:15 PM - Wednesday, January 25, 2023

The Olde Course at Loveland Maintenance Facility
2115 W. 29th Loveland, CO

Prior to the official meeting, an informal tour of the newly renovated clubhouse at The Olde at Loveland was offered.

The Golf Advisory Board of the Loveland, CO was called to order on Wednesday, January 25, 2023, at 5:25 PM, in the The Olde Course at Loveland Maintenance Facility, 2115 W. 29th Loveland, CO, with the following members present:

PRESENT: Beth Soderquist, Blake Nicholson, Greg Oehmen, Peggy Pellizzari, Will Parker, David Spangler, Chuck Weirauch, Denise Rhoades, Nate Thoreson
Council: Councilor Pat McFall
Staff: Mark Esoda, Andrea Sheldon, Kaylynn Thompson

EXCUSED: None

1. CALL TO ORDER

2. ADOPTION OF MINUTES

The October 26, 2022 minutes were unanimously approved with the following correction noted: *Associations, leagues, or others having pre-blocked tee times must provide a list of participants to the Pro Shop 7 5 days in advance of the play date. Tee times not having participant names associated will be released to the general inventory for tee time reservations to be made by the public.*

3. CITIZENS REPORT

No Citizens Present

4. COUNCIL LIAISON REPORT

Councilor McFall updated the Board on recent Council topics including:

- Approval of 3.3 million to complete renovations to the Pulliam Building
- Downtown Draper project
- Removal of 92 encampments
- Pay increases for City Manager and City Attorney to better align with the regional market.
- Proposed changes to City Council agenda to move more resolutions to the front of the agenda ahead of a portion of citizen comments.
- Study session regarding Centerra South; the development is asking for an Urban Renewal Agreement. Development would include housing and a proposed grocery store.

5. ACTION OR DISCUSSION ITEMS

Election of Officers

Beth Soderquist opened the floor for nominations for Chair and Vice Chair

Action: Peggy Pellizzari nominated Beth Soderquist for Chair. Beth accepted the nomination and was elected with unanimous approval. Peggy Pellizzari nominated Blake Nicholson for Vice Chair. Blake accepted the nomination and was elected with unanimous approval.

Note: Additional nominations were not received for either position.

Review of 2023 Golf Advisory Board Work Plan

Andrea Sheldon reviewed the approved Golf Advisory 2023 Work Plan included in the agenda item information. Beth discussed a plan brought forth by David Spangler to form subcommittees in order to have more in depth review of the following areas:

- Facilities
- Budget
- Outreach and Engagement

David Spangler spoke about the idea and said that he felt it would offer the opportunity for a deeper dive into the topics. He would see the subcommittees collecting data and then bringing the data back to the meetings for review by the larger Board. Chuck Weirauch voiced concerns over the subcommittees bringing recommendations based on the data to the Board without review by the Board. A lengthy dialogue ensued with the following topics discussed:

- Discussing ideas, prioritizing the ideas, and getting alignment of the ideas
- Whether recommendations should or should not be made by subcommittees.
- Open Meeting laws as they would apply to subcommittees with 3 or more members.
- Purpose for the subcommittees? Would it be for ideas or for recommendations?
- Ambition is to get some of the homework on a topic done before the meeting.
- Interest in which Board member would want to serve on what subcommittee.

Blake Nicholson felt that the proposed topics for subcommittees were the responsibility of the entire Board as a whole, not subcommittees.

David Spangler withdrew the idea of subcommittees and proposed an alternate suggestion that part of future agendas would be a “look ahead” to the next meeting to allow the Board the opportunity to form questions and obtain data prior to the discussion of that topic; the look ahead would provide a preview of topics coming up.

Councilor McFall suggested having a study session apart from regular Board meetings for more in-depth topics.

Action: No action taken. Staff will preview topics for the next meeting.

6. NON-ACTION OR INFORMATIONAL ITEMS

Budget 2024

Andrea briefly reviewed the meeting calendar for 2023, specifically as how it relates to the budget process for 2024. First item to be discussed for Budget 2024 will be reviewing the 10-year Capital Improvement Plan.

7. STAFF REPORTS

Mark Esoda reported on the following items:

- The Loveland golf courses will not attend the Colorado Golf Expo this year; staff is talking about offering online special with restrictions.
- New rental cart fleet lease agreement has been signed. The rental cart fleet is expected sometime around the 4th of July. Staff is doing their best to ensure the current fleet will serve until then.
- New Food and Beverage Concessionaire for Olde Course and Cattail Creek is Fork Yeah out of Fort Collins.
- Leo Calabro and City Facilities did a walkthrough of the Mariana Butte clubhouse/restaurant, and a list was developed for items that needed to be refreshed.
- A new mechanic at MBGC, a new irrigation tech at OCAL and a new Golf Specialist for ADMIN were all recently hired to backfill open positions.
- Kathe Miller retired after serving the golfing community for 32 years.
- Hiring for seasonal positions is ramping up.
- Contracts for lessons instruction will be going out soon.
- Golf Course Architect, Rick Phelps will return to the courses in the spring to reestablish fairway/greens complex shapes with new mowing patterns.
- Would like to organize a public outreach/Golfer Information meeting for the spring
- Accounting has not closed out 2022; 13th month transactions still to come.
- Cultural Arts is looking for a few members to serve on an artist jury panel to select art for the new clubhouse area; Denise Rhoades, Chuck, Will Parker, and Greg Oehmen volunteered.
- Staff is recommending that the time of day when online tee times release change from 7PM to 8:30PM to allow for better customer service at the counters in the evening. Staff is hard pressed to equally serve the customer in front of them and the customer calling in on the phone lines for tee times. The Board approved of the idea and recommended that it start right away. Staff will begin the rollout of social media posts, etc.

8. BOARD MEMBER COMMENTS

- Peggy suggested that facility maintenance was needed on the double wooden doors leading out to the patio at Mariana Butte. There is a substantial gap between them.
- David Spangler said that he had received a great compliment from someone whose children and wife had attended instruction with Jax Jones and the new Operation 36 program. Jax did an amazing job teaching and the program was fantastic.
- Denise informed the Board that she was working with the Parks and Recreation Foundation to get more education out about how the Foundation could help with the costs for youth golf instruction. Denise was also pursuing

other ideas such as “clubs for kids” that would provide golf clubs to youth golfers.

NEW ITEM – A Look Ahead

Andrea informed the Board that the 10-year Capital Plan would be discussed at the next meeting. Beth Soderquist requested starting a discussion of fees as well.

The following data was requested for next month’s meeting:

1. Number of seasonal passes sold and the breakdown of categories
2. Number of private cart permits sold and at which course
3. Number of Smart cards sold and number of uses unclaimed at the end of 2022.
4. Amount of Credit Book unused in 2022.

9. ADJOURN

UPCOMING MEETINGS OR EVENTS

Next Golf Advisory Board 02.22.23



AGENDA ITEM: 5.1

MEETING DATE: 02/22/23

DESCRIPTION: **Golf Advisory Board Annual Report 2022**

SUMMARY:

The attached annual report reflects the priorities established by the Board for 2022 and summarizes the accomplishments and the progress made on those priorities. This first Annual Report will look a little different from future reports as subsequent annual reports will be based on the annual Work Plans developed by the Board.

City Council has asked that each Board prepare an annual report for review by March 31, 2023.

Discussion: Review of Annual Plan for approval



City of Loveland Boards and Commissions

Annual Report

<https://www.lovgov.org/city-government/boards-commissions>

Golf Advisory Board Annual Report 2022

The golf advisory board serves as an advisory body to the city council and assists the department of parks and recreation in matters pertaining to golf and the municipal golf courses for the common benefit of the city, its golf courses, and the golfing public. 2022 municipal golf courses are; Mariana Butte, The Olde Course at Loveland and Cattail Creek/Mini-Course at Cattail Creek.

The Loveland Golf Advisory Board held 9 regular meetings from January – October with the July meeting being a course outing with golf division staff. All meetings were in person with a Zoom option available. Board members were, Beth Soderquist (Chair), Blake Nicholson (Vice Chair), David Spangler, Peggy Pellizzari, Denise Rhoades, Greg Oehmen, Will Parker, Chuck Weirauch, Nate Thoreson.

Pat McFall served as City Council Liaison with Steve Olson as alternate Council Liaison. Mark Esoda, Golf Manager and Andrea Sheldon, Golf Business/Customer Service Coordinator, provided staff support.

2022 Priorities

FISCAL STABILITY AND STRENGTH:

Worked with Staff to develop a 2023 budget package that maintains a strong and sustainable financial condition for the Loveland golf courses.

- Focused, long term strategic planning to continue to renew facilities and courses.
- Updated 2023-2033 Capital Improvement Plan, advocating for sustainable improvements.
- Review of 2023 operation budgets for knowledge of costs and cost-saving measures.
- Review of fee setting policies and structures, including proposed changes to the Seasonal Pass structure.
- Review of and approval of the recommended 2023 fees including increase to daily green fees, rental cart fees, private cart permit fees, and fees not raised in 2022.
- Review of policies surrounding private carts and at ways that continue to provide the opportunity for patrons to have their personal carts to use on the course, while leveling the competition with the rental fleet. Approved a per rider private cart fee and a “guest” rider fee

- Approval of a \$10.00 per player no-show fee to be charged to serial repeat offenders.
- Created a subcommittee to review current practices of blocking tee times for clubs and leagues. Developed Club Block Application process.

OUTREACH, COLLABORATION and ENGAGEMENT

Worked with Staff in continuing a golf community outreach initiative that includes regular communication updates and provides programming for beginning and existing golfers that increase reach and participation.

- Contributed ideas for six Golf Loveland newsletters
- Volunteered at and manned the Golf Loveland booth and the Colorado Golf Expo in Denver
- Supported and provided content ideas for consistent social media presence.
- Supported implementation of the Operation 36 golf instruction program at Cattail Creek, a program based off the fundamentals of playing golf and developing skills. Program is 8 weeks and is designed to help participant set and achieve clear goals through continuous improvement
- Supported summer youth golf instruction opportunities.
- Supported facility use for annual Tee Off for Kids tournament that raises funds for recreation scholarships to assist families that might otherwise struggle to afford program participation.
- Worked with Parks and Recreation Department staff on the Master Plan; attended an All-Boards special meeting regarding the Master Plan and Parks and Recreation priorities.

INFRASTRUCTURE AND TRANSPORTATION

Worked with Staff to continue the pursuit of completing a renovation to the clubhouse at The Olde Course at Loveland.

- Upheld a fiscally responsible design.
- Upheld a fiscally responsible path to fund the project.
- Worked with Staff to develop communication around the project including Talking Points distributed via pro shop counters, newsletter articles, and social media posts
- Supported Construction Manager at Risk process (CMaR) for contracting and construction of the renovated clubhouse.
- Renovation of the structure began in March 2022 with the testing for and removal of hazardous materials (i.e., asbestos) from the building. General Contractors moved on site in May for beginning of renovation process.

Worked with Staff for completion of the irrigation system renovation at Cattail Creek golf course.

- Upheld a fiscally responsible design.
- Upheld a fiscally responsible path to fund the project.
- Worked with Staff to develop communication around the project including social media posts regarding rolling hole closures
- Reviewed and approved recommended "Construction pricing" for green fees.