



AGENDA

Golf Advisory Board Meeting

5:15 PM - Wednesday, April 24, 2024

Mariana Butte Maintenance Facility, 499 Rossum Drive

Addition To Procedural Information

Option 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: 824 1815 2157# Please press # when asked for a participant ID.

Stay on the line until the meeting moderator provides additional instructions

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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 (colquest) is accesswifi

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1. CALL TO ORDER

2. ADOPTION OF MINUTES

2.1. Adoption of March 27, 2024 Minutes

[March 27, 2024 Minutes](#)

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3. CITIZENS REPORT

4. COUNCIL LIAISON REPORT

5. NON-ACTION OR INFORMATIONAL ITEMS

5.1. Overview: Mariana Butte Clubhouse Operations | 2024 Season

Presenter: Brook Bell

*Verbal at meeting

5.2. Overview: Mariana Butte Maintenance Operations | 2024 Season
Presenter: Jordan McCormick
*Verbal at meeting

5.3. Review of Boards and Commissions Super Issue Meeting
Presenter: David Spangler
*Verbal at meeting

6. ACTION OR DISCUSSION ITEMS

6.1. 2025 Budget Process
2025 Fees

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Presenter: Mark Esoda

[2025 Fees-First Proposal](#)

7. STAFF REPORTS

8. BOARD MEMBER COMMENTS

9. ADJOURN

UPCOMING MEETINGS OR EVENTS

Golfer Information Meeting: Wednesday, May 15, 2024 - Chilson Senior Center

Next Board Meeting: Wednesday, May 22, 2024-The Olde Course at Loveland
Maintenance Facility



MINUTES

Golf Advisory Board Meeting

5:15 PM - Wednesday, March 27, 2024

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

The Golf Advisory Board of the Loveland, CO was called to order on Wednesday, March 27, 2024, at 5:17 PM, in the Parks and Recreation Conference Room, 500 E. 3rd Street, with the following members present:

PRESENT: Board: Sherri Kuhlmann, Will Parker, Roger Fish, Katie Robinson, Denise Rhoades, David Spangler, Nate Thoreson, Chuck Weirauch
Staff: Mark Esoda, Andrea Sheldon, Marissa Slezak, Doug Anderson
Citizens: Rex Lamoreaux, Kevin Beck

EXCUSED: Board: Beth Soderquist; Greg Oehmen
Council: Councilor Pat McFall

1. CALL TO ORDER

The meeting was called to order by Chair, David Spangler.

David added an agenda item to the Non-Action portion of the meeting: #6 Golfer Information Meeting

2. ADOPTION OF MINUTES

Roger Fish asked that the word “detailed” be added to his comments regarding a request for digital copies of the budgeting information. With that addition noted, the March 27th, 2024 minutes were unanimously approved.

3. **CITIZENS REPORT** – Neither citizen present had anything to report.

4. **COUNCIL LIAISON REPORT** – No report – absent.

5. ACTION OR DISCUSSION ITEMS

2025 Budget Process

First Proposal Fees

Mark Esoda presented the first proposal for the 2025 fees. Mark stated that the fee proposal was offered as a draft and as a place to begin discussions with continued discussions held at future Board meetings. Highlights of the proposed changes from 2024 include:

- Annual pass base rates remain the same; user fees increase by \$0.50 per 9 holes.
- Streamlining of Off-Season Rates to one rate from 11/15 -03/15 instead of multiple rate changes.
- Increase daily fee rates and the rates that are based off daily fee rates.
- Increase twilight rates to match discount offered by SmartCards.
- Increase daily rental cart rates and the fees that are based off daily

rental cart rates.

Staff used 2023 round quantities to estimate 2025 revenues for the 10-year cash flow plan, etc.

Doug Anderson (Head Golf Professional for The Olde Course at Loveland) proposed changing Golf and Cart SmartCards to not be valid during Peak Rate hours, along with extending Peak Rate hours to encompass all day on Fridays, Saturdays, Sundays, and holidays until twilight.

A general discussion about the 2025 fee proposal ensued. Topics included:

- If changing Peak Rate hours would apply to Seasonal Pass holder user fees.
- The number of seasonal pass rounds played during Peak Rate hours.
- Why SmartCards were offered, the pricing, availability, and value of the SmartCards.
- What would be the impact to revenue if SmartCards use was eliminated during Peak Rate hours; how much revenue would be gained or lost.
- Would this change streamline the processes for clerks at the check-in counter.
- How many SmartCards have been sold in 2024 to date.
- Possibility of adding an additional user fee for SmartCards to allow use during Peak Rate Hours.
- Selling an "Off-Peak" SmartCard instead of one valid for seven days..
- If any changes were made to when SmartCards are valid for use - should the expiration date be extended to make up for this lost time.
- The possibility of switching to a loyalty program or premier card program (like Fort Collins) and what that would look like.
- Standardize the time junior rates apply to match Peak Hour rates; make twilight rates everyday including holidays.
- Possibility of bundling rates to include range and cart, similar to offerings at other courses.
- The strategy behind rate changes – vision behind the structure of fees.
- Policy changes vs. fee changes. Policy changes may be more controversial and need further discussion.
- Concerns about implementing all these changes at once and discussed various options about the roll out, should any of these changes go through.
- Feeling expressed that the Board needs to make sure that all decisions support and benefit Loveland residents.

Staff will pull together statistics of what type of rounds are being played and when for the next meeting and will send out the completed, 2024 rates comparison study.

Doug Anderson leaves at 6:35pm.

6. NON-ACTION OR INFORMATIONAL ITEMS

Added Item: David opened a discussion about hosting another public Golfer Information Meeting as have been held in the past. David felt that it would be a good way to get ahead of upcoming rate changes and possible City budget impacts. The

new maintenance building project could also be discussed. Board comments included:

- Long-term expenses and issues need to be presented; reason for having to raise rates.
- That the Golf Budget story needs to be told – new rates don't even match inflationary increases to expenses – new projects on the horizon funded by increased rates, etc.
- Developing a one-page fact sheet or simplified sheet of the story we are trying to present would be beneficial to go along with the meeting.

Staff will check room availability for May 15.

David also offered a reminder about the meeting for all City Boards and Commission members to be held April 6th at 6PM and requested that an agenda item be added to the next Golf Advisory Board meeting to review.

7. STAFF REPORTS

Golf Manager Report – Mark Esoda

- Budget discussions will be occurring city-wide, with a focus on what services can continue to be offered.
- The re-appropriation of funds for The Olde Course maintenance building is on the City Council agenda for April 2nd, 2024.
- Installation of the speaker system and new security cameras at Cattail Creek continues.
- Information and communication about the new No-Show Policy is being rolled out with enforcement to follow.
- Staff will schedule two 5-day *events* for switching play to teeing off on the back-nine (10-Tee starts) at Mariana Butte and The Olde Course.
- Reached out to the golf cart vendor about placing solar panels on carts; it isn't cost effective.
- No current changes will be made to the raincheck policy.
- Announced that the Golf Division has contracted with Jax Jones for all instruction at Mariana Butte, Cattail Creek, and The Olde Course. Separate contracts with other existing vendors are being discussed to allow them to complete existing lesson packages, etc.
- Registration for the inaugural Par 3 Tournament at Cattail Creek is full, will determine if there is a better time for next year.
- Repairs to the head gate at Buckingham Reservoir are proceeding.
- There has been some forward progress on getting the fire suppression system at Mariana Butte clubhouse off the golf irrigation pump station and on to City water.
- The addition of Marissa Slezak to the Admin team has been very beneficial – Marissa is crushing it.

Financial Report – Andrea Sheldon

Andrea reviewed year to date February 2023 revenues vs the same period for 2024. Variances to Seasonal Pass revenue between 2023 and 2024 is due to deferred revenue not being booked until March in 2024. Andrea also reminded the board that the winter 2023 - 2024 was relatively open winter compared to 2022 - 2023.

Andrea also reviewed expenses for the same time frame. The Olde Course Clubhouse is showing an increase over 2023 due to merchandise orders; last

year there was much less merchandise ordered because of the clubhouse construction project. 2024 expenses are also above 2023 in personnel; the golf courses have been open for play – last year they were not.

Mark thanked the board for their efforts as it has allowed the Golf Division to have a successful and steady income from our courses.

8. BOARD MEMBER COMMENTS

- David complimented the recent article about golf operations in the Reporter Herald and thought it might be worthwhile to reach out about the Par 3 tournament.
- Sherri also complimented the article, and Denise Rhoades and Chuck Weirauch asked if a copy of the article could be sent to the Board.
- Nate Thoreson had thought to propose a senior or veteran pass option but wants to hold off on that for now.
- Roger Fish thanked Marissa for her work.
- Denise wanted to remind the board that Tee-Off for Kids is June 7th and that there is room for more teams.
- Citizen Comment: Rex wanted to know how the new POS System is working Andrea and Mark commented that it is quite an improvement over the past systems as it is providing more useful data.

9. ADJOURN

There being no further business, the meeting was adjourned at 7:22pm.

UPCOMING MEETINGS OR EVENTS

Next Meeting April 24th, 2024

2025 *FIRST* Proposal Golf Rates

Mariana Butte

970.667.8308

NON PEAK

Any day or time except for Peak Rate or Off Season Rate

9 Holes Non Peak ~~\$25.00~~ **\$26.00**

18 Holes Non Peak ~~\$50.00~~ **\$52.00**

PEAK

May 1 – Sept 30 Sat & Sun for tee times Open – Noon

PLUS Holidays regardless of day of week

9 Holes Peak ~~\$27.00~~ **\$29.00**

18 Holes Peak ~~\$54.00~~ **\$58.00**

~~SPRING/FALL 03/01-03/31 & 11/01-11/30~~

OFF-SEASON RATES 11/15-03/15

9 Holes **\$20.00**

18 Holes **\$40.00**

~~WINTER 12/01-02/29~~

~~9 Holes \$17.50~~

~~18 Holes \$31.00~~

JUNIOR 18 & Under

Mon-Fri + Sat/Sun after 1 PM

9 Holes ~~\$12.50~~ **\$13.00**

18 Holes ~~\$25.00~~ **\$26.00**

TWILIGHT (Holidays Excluded)

After 4:00PM any day

9 Holes ~~\$20.00~~ **\$23.40**

18 Holes ~~\$40.00~~ **\$46.80**

20/9 or 10/18 Golf Multi-Use Card ~~\$450.00~~ **\$468.00***

The Olde Course at Loveland

970.667.5256

NON PEAK

Any day or time except for Peak Rate or Off Season Rate

9 Holes Non Peak ~~\$20.00~~ **\$21.00**

18 Holes Non Peak ~~\$40.00~~ **\$42.00**

PEAK

May 1 – Sept 30 Sat & Sun for tee times Open – Noon

PLUS Holidays regardless of day of week

9 Holes Peak ~~\$22.00~~ **\$24.00**

18 Holes Peak ~~\$44.00~~ **\$48.00**

~~SPRING/FALL 03/01-03/31 & 11/01-11/30~~

OFF-SEASON RATES 11/15-03/15

9 Holes **\$16.00**

18 Holes **\$32.00**

~~WINTER 12/01-02/29~~

~~9 Holes \$13.50~~

~~18 Holes \$26.00~~

JUNIOR 18 & Under

Mon-Fri + Sat/Sun after 1 PM

9 Holes ~~\$10.00~~ **\$10.50**

18 Holes ~~\$20.00~~ **\$21.00**

TWILIGHT (Holidays Excluded)

After 4:PM any day

9 Holes ~~\$16.00~~ **\$18.90**

18 Holes ~~\$32.00~~ **\$37.80**

20/9 or 10/18 Golf Multi-Use Smart Card ~~\$360.00~~ **\$378***

Cattail Creek

970.663.5310

Complimentary Rental Clubs

GREEN FEES

9 Holes ~~\$14.00~~ **\$15.00** | * Add On ~~\$10.00~~ **\$11.00**

3 Holes ~~\$6.00~~ **\$7.00**

~~SPRING/FALL 03/01-03/31 & 11/01-11/30~~

OFF-SEASON RATES 11/15-03/15

9 Holes **\$11.00**

~~WINTER 12/01-02/29~~

~~9 Holes \$10.00~~

JUNIOR 18 & Under Any day/time

9 Holes **\$10.00** | Add On **\$8.00**

SENIOR 62+ Mon-Fri

9 Holes ~~\$11.00~~ **\$12.00** | Add On ~~\$8.00~~ **\$9.00**

TWILIGHT Seasonal: After 6 PM any day

9 Holes ~~\$10.00~~ **\$11.00**

10/9 Golf Multi-Use Smart Card ~~\$126~~ **\$135** ❖

SR/JR ~~\$99~~ **\$108**

The Mini Course at Cattail Creek -SNAG®

970.663.5310

All Rentals Included

SNAG®—Starting New At Golf

GREEN FEES

13 Years and Older **\$7.00**

5 Years—12 Years **\$6.00**

4 Years & Under **Free**

~~SPRING/FALL 03/01-03/31 & 11/01-11/30~~

OFF-SEASON RATES 11/15-03/15

\$5.00

~~WINTER 12/01-02/29~~

\$5.00

RENTAL CARTS

Mariana Butte/The Olde Course

9 Holes Per Seat ~~\$12.00*~~-\$13.00

18 Holes Per Seat ~~\$17.00*~~-\$18.00

20/9 or 10/18 Cart Multi-Use Smart Card | Single Rider, Full Week ~~\$153.00~~-\$162.00**

****Smart Card uses expire 12/31**

Cattail Creek

9 Holes Per Seat ~~\$10.00*~~-\$12.00

10/9 Cart Multi-Use Smart Card | Single Rider, Full Week ~~\$90.00~~-\$108.00**

****Smart Card uses expire 12/31**

***Additional Fee Charged for Requested Solitary Rider**

RANGE

All Three Golf Courses

Small \$3.00

Medium \$6.00

Large \$12.00

20 Medium/10 Large Basket Range Multi-Use Smart Card \$108.00*

***Smart Card Uses expire 12/31**

SEASONAL PASSES

Available to Loveland residents ❖ Depending upon season, 9-Hole play may be limited

❖ Seasonal passes are not valid for tournaments at Mariana Butte or any Loveland golf course except as permitted by policy or normal club block schedules. ❖

Total limit of 700 pass holders; 3 Course = 150 adult, 50 youth ❖ **2 Course passes include Cattail Creek and The Olde Course at Loveland;** 3 Course passes include all Loveland golf courses ❖ Valid 01/01-12/31

3 Course Monday-Thurs & Fri. before Noon \$866

3 Course Youth \$346

2 Course Monday-Thurs & Fri. before Noon \$548

2 Course Monday-Thursday \$362

2 Course Monday-Thursday after 1PM \$210

2 Course Youth \$260

SEASONAL PASS USER FEE Per 9 Holes

Per 9-Holes PEAK: May 1 – Sept 30 Sat & Sun Tee times Open – Noon for Mariana Butte and The Olde Course
PLUS Holidays regardless of day of week.

~~\$8.50/9 Holes~~ **\$9.00**

Per 9-Holes NON PEAK: For Mariana Butte and The Olde Course any day or time except for Peak Rate,
CCGC any day or time.

~~\$5.50/9 Holes~~ **\$6.00**

PRIVATE CARTS

Allowed By Permit Process

Available only to previously registered 2023 cart owners

Per RIDER/Per ROUND (No yearly permit fee)

Registration Fee \$25.00

9 Holes First Rider ~~\$12.00~~-\$13 | Second Rider \$5.00*

18 Holes First Rider ~~\$17.00~~-\$18 | Second Rider \$10.00*

Cattail Creek

9 Holes First Rider ~~\$10.00~~-\$12 | Second Rider \$5.00*

Yearly Permit

Authorized Operators included in Permit Price

The Olde Course at Loveland **\$496.00**

Mariana Butte **\$814.00**

Guest Riders*

9 holes per seat/round \$5.00

18 holes per seat/round \$10.00

*Guest riders of authorized operators required to pay rider fee.
Members of authorized operator household exempt.