



AGENDA

Golf Advisory Board Meeting

5:15 PM - Wednesday, August 28, 2024

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: #852 7059 3657

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 (colquest) is accesswifi

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- 1. CALL TO ORDER
- 2. ADOPTION OF MINUTES
 - 2.1. Approval of June 26, 2024 Minutes 3 - 5
[June 26, 2024 Minutes](#)
- 3. CITIZENS REPORT
- 4. COUNCIL LIAISON REPORT
- 5. NON-ACTION OR INFORMATIONAL ITEMS
 - 5.1. Customer Satisfaction Survey Results

Presenter: Andrea Sheldon

*Verbal at meeting

6. STAFF REPORTS

6.1. Golf Manager Report

6.2. Financial Report

7. BOARD MEMBER COMMENTS

8. ADJOURN

UPCOMING MEETINGS OR EVENTS

Next Meeting: September 25, 2024



MINUTES

Golf Advisory Board Meeting

5:15 PM - Wednesday, June 26, 2024

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

The Golf Advisory Board of the Loveland, CO was called to order on Wednesday, June 26, 2024, at 5:14 PM, in the Parks and Recreation Conference Room, 500 E. 3rd Street, with the following members present:

PRESENT: Board: David Spangler, Katie Robinson, Sherri Kuhlman, Denise Rhoades, Chuck Weirauch, Will Parker, Beth Soderquist, Greg Oehmen, Nate Thoreson, Roger Fish
Staff: Andrea Sheldon, Mark Esoda, Marissa Slezak
Council: Pat McFall

EXCUSED: None

1. CALL TO ORDER

The meeting was called to order by Chair, David Spangler

2. ADOPTION OF MINUTES

The minutes of the May 22nd, 2024, meeting were corrected to reflect the attendance of Nate Thoreson. With that correction made, the minutes were unanimously approved.

3. CITIZENS REPORT - none

4. COUNCIL LIAISON REPORT

Councilor McFall reported that aside from budget shortfall discussions for 2024/2025, things have been relatively quiet. He praised City staff for their work in presenting options and mentioned that Council is considering a ballot question for a 2025 tax increase. The creation of a fire protection district was also discussed.

5. ACTION OR DISCUSSION ITEMS

5.1 - 2024 Work Plan Update

David introduced the agenda item. The Board reviewed the status of the 2024 Work Plan items:

- **Priority A** – *Work with Staff to ensure that the Loveland golf courses are managed responsibly, and that the golfing community is provided value for their investment.*
 - A discussion around the budget of the Golf Division, the review of the 5-year plan, and the proposed new fees in 2025 occurred. Roger Fish stated that he had been running a trend analysis on the current and previous budgets. David noted that he felt that Priority A was in good shape but would like to re-address in October 2024 and January 2025.

- **Priority B** – *Work with Staff to inform and actively engage the Golfing Public*
 - Beth Soderquist noted that there has been a good increase in 2024 in outgoing communications such as social media posts and Reporter Herald articles.
 - Work continues distributing new golfer information, as well as communication to non-golfers, i.e. the ball-mark repair tool campaign.
 - Mark stated that Staff had combined efforts with the Communications and Engagement team to distribute general information to the public about the Enterprise Funds within the City. Golf Staff also attended the Capital Improvement Project Fair put on for the public by the City Development Services Department; the golf course maintenance facility was presented as an upcoming project.
- **Priority C** – *Work with Staff to actively create an ongoing strategic plan for growing the game of golf to maintain and to increase share of market.*
 - A discussion commenced about how SNAG, Jax Jones Golf Academy, and youth leagues are being used to reach new golfer and junior players.

David requested a future agenda item to review the impacts of recent policy changes, including who was affected. He emphasized the need to measure and track how these changes, and any future changes, impact the golf business long-term.

7. STAFF REPORTS

Golf Manager Report: Mark reported on the following:

- Staff is meeting with the architect firm designing the floorplans for the new maintenance building at The Olde Course; the RFP for the Construction Manager at Risk will open on August 1st.
- Cattail Creek is now able to play music in the pro shop and to the outdoor speakers
- Staff is looking into options for new patio furniture at Cattail Creek.
- Fire suppression- Mariana Butte Clubhouse: Added a new back-up switch, to provide redundancy, for the system that calls for water at the clubhouse in case of fire.
- Looking into ideas for adding additional value to rounds at Cattail Creek that are in partnership with the Food and Beverage concessionaire.

Financial Report: Andrea reported on the following:

- Total 2024 YTD Revenue as of May 31 \$2,076,823.95.
- Total 2024 YTD O&M Expense as of May 31st, 1,677.628.34

8. BOARD MEMBER COMMENTS

- Multiple board members were happy with the current successes of the work plan.
- Sherri Kuhlman noted that the #5 Forward Tee Box at the Olde Course needs some work.
- Multiple board members noted that they were impressed with course conditions and staff at the courses.

- Denise Rhoades asked if there were plans to communicate that our range balls are limited flight to customers.
- Will Parker asked for clarification on when the time for a round is started – with the first person or with the last person hitting? Wants everything to be consistent between staff and courses.
- David mentioned that the 10-Tee Starts recently conducted were popular, and he had not heard about any issues with them.

9. ADJOURN

UPCOMING MEETINGS OR EVENTS

Next Meeting July 24: Cancelled