



City of Helena

GOLF ADVISORY BOARD SUMMARY September 12, 2018



- Pete Aspinwall
- Dave Bauer
- Kelly Casey
- Bill Crivello

- Tyson Lesmeister
- Judy Reddy
- Susan Skinner-Bannon
- Tessa Bailey

Ex-Officio Members

- Larry Kurokawa, Golf Course Superintendent
- Scott Longenecker, Head Golf Pro
- Amy Teegarden, Parks and Recreation Director
- Jennifer Schade, Recorder

League Members

- Jack Gregg, Men's League

LOCATION: City-County Building, Room 326

Visitors: Doug Olson, Mike Horner

1. Call to Order/Establish Quorum/Review Agenda

2. Approval of Minutes:

- Motion was made to correct the minutes that turf aeration was to occur the second week of September. Motion was seconded. Minutes were approved with the change.

3. Old Business

- There was no old business.

4. New business

- There was no new business.

5. Reports

Parks and Recreation Director's Report

- Amy reported out that a construction punch list was created; efforts are underway to correct the items that are identified on the punch list.
- Amy is working through the city legal process to dispose/surplus of the old clubhouse.
- Amy announced that the Grand Opening for Muni's was set for 9/21-9/22. **(Following the meeting, Scott and Amy made the decision to delay the grand opening until Oct 26-27th until all the IT systems are working and Muni's staff are fully trained).**

Golf Superintendent Report

- No report. Larry was aerating the greens.

Mission Statement: The Bill Roberts Golf Course is committed to providing a high quality, friendly, and affordable public golfing experience for all ages and abilities within the greater Helena community!

Golf Professional Report

- Scott reported that the front door broke when a wind gust thrust it open. It was determined the door was installed wrong. The contractor will pay to have this fixed.
- Marketing efforts are ongoing. The intent of the Grand Opening is more of a marketing effort to the broader community. The intent is to build awareness, welcome the public and kick off a robust marketing campaign: Radio Ads, paper ads, social media, etc.
- The menu is in the draft design stage and will be printed soon. Amy commented that she wants to see a message on the menu stating that “profits from Muni’s go back into the golf course”
- Scott is also working on a Christmas party price list. There has already been five “fantasy football draft parties” at Muni’s and the Carroll College Coaches show is aired from Muni’s. Muni’s is seeing an increased lunch and dinner crowd. To date most of the marketing has been “word of mouth” which is actually the best marketing campaign.
- Signups for the winter simulator league will begin Oct. 1. Scott was asked about how many hours league will use the simulator. Approximately 100 hours a week will be dedicated to league, leaving approximately 134 hours available to public play and lessons.
- Scott recapped that it was a busy 2018 summer. Some of the highlights included; 70 women in the Wine & Wedges program. Over 60 kids in the PGA Junior League.
- There was discussion about the Muni’s staff. Muni’s staff is “still under construction” and a formal training needs to occur. The golf course has been so busy, making it difficult for a formal training. Scott expressed that hiring is very competitive right now and Muni’s has high labor costs in comparison to other restaurant jobs.
- It was suggested that signs directing people to the restrooms be installed.

Men’s League Report

None.

Ladies League Report

None.

6. Public comment

- There was no formal public comment

7. Next meeting date – October 9, 2018

8. Future agenda items

- Amy asked board members what future topics/issues should staff and GAB direct their attention to. The following items were identified:
 - Focus on ensuring Muni’s is a viable and profitable operation
 - Look at all sources of golf course revenue. Fine-tune as much “clean revenue” as possible.
 - Focus on pro shop/Muni’s to make sure it is workable. Develop a baseline operation. DEVELOP, REVIEW AND REFINE

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- Determine future use of old clubhouse pad. Identify strategy for rehabilitation and repurposing.

9. Adjournment

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