

CITY OF EXCELSIOR SPRINGS
GOLF BOARD
MINUTES OF MEETING
December 8, 2011, 1 p.m. Golf Club

Present: BJ Greim
Greg Martin
Gerald Edwards
Eric Lane, Superintendent
Tim Jarman, Golf Director

Absent: Ambrose Buckman
Judy Rounkles
Buddy Bunch

Approval of Minutes - Motion made by Gerald Edwards; seconded by Greg Martin to approve amended minutes of the October meeting. Motion unanimously approved.

General discussion – Tim Jarman welcomed new board member, BJ Greim to his first meeting. Complemented Kris and boys on dining room make-over. Suggested painting all restrooms with concrete grey color. No word on carpet bid/quote for dining room. Kris very busy with Holiday diners/parties

Budget Discussion - Revenue numbers for October/November lower than 2010 YTD comparisons. Total rounds YTD down 29%. Total membership rounds also down 37% over same time frame. Area course comparisons also showed declines in revenues from past summer. Hodge Park, Minor Park and Eagles Landing too name a few (all municipalities). New marketing tool discussed. With the help of web site designer, "Cybergolf", a program has been designed too rival or compare to the national company "Groupon". ESGC will have full control over program. Fee structure associated with promo is minimal compared to Groupon's marketing campaign. Facebook will also be used more frequently to advertise daily lunch specials

Greens - Eric discussed regular course maintenance. Weather permitting, hopes to winterize irrigation system next week. Overall, greens doing well. Snow mold protection has been applied. Rough spot treated with broadleaf control. Mower reels have been sent off for maintenance, a yearly procedure. No luck finding another bid on pond dredging. Project appears to be too small, thus no interest. Monty and Eric will be attending HAGCSA educational seminar next week in Overland Park.

Adjourn: A motion was made by Gerald Edwards; seconded by Greg Martin. Motion unanimously approved

Judy Rounkles, (sub; Tim Jarman)
Secretary