

GCatHR Golf Council meeting 7/12/2010 GCatHR Clubhouse 4:00

Golf Council— setting golfing policies including GM selection process: (each has one vote)

- **GCatHR Managers: Vinny Roith, Ray Griffiths & Ed Oswald**
- **Annual Golfer representatives: Women's Club – Joanie Ott & Men's Club – Dean Weber**
- **HRMD advisory board – Van Lewis, Vinny Roith, Ed Kay and Errol Rowland**

Golf Council Meeting Attendees:

- **Club members: Ann Murlin, Joanie Ott, Pat Schultz, Dean Weber & Pete Traynor**
- **GCatHR Managers: Vinny Roith, Ray Griffiths & Ed Oswald**
- **HRMD: Errol Rowland**

The meeting was called to order at 4:03pm. Everyone knew each other so there were no introductions. Errol stated the HRMD Mission: To preserve the 85 acre Open Space -- Best Maintained as a golf course; followed by the priorities of the district:

1. **Member/Resident/Owners of the Heather Ridge Metropolitan District**
2. **Produce \$850k revenue per year / \$71k per month / in order to meet budgeted expenses**
3. **Annual Golfers - Maintain and grow this number**
4. **Public Golfers - Enticing them to become Annual Golfers**

Errol further stated that there are thousands of golf courses that are in trouble and we have just stepped up to save our Heather Ridge. He continued, because of employee, tax and other district issues, the HRMD had been advised by WBA, the district attorney, to hire a management company to operate the golf course. HRMD directors agreed, rather than hire a management company, HRMD contracted with the UAHR to operate the golf course. GCatHR is in good financial condition. Because of the weather, golfing didn't begin this year until the April - May time frame. We did depend on reserves in the beginning but they have been replenished and at the end of June reserves were \$20k in excess of plan. \$850k/year (\$71k/mo) is the target revenue. Revenue for May & June was \$95k and \$114k. All accountant prepared financials are available for viewing on UAHR.org – HR Metro District button (5th button down on the left).

After 6 months of operations, on June 15th GCatHR managers & HRMD advisory board agreed that the UAHR would hire an experienced GM (general manager) for next year.

Ray continued, the group met with PGA officials on June 17th and it was decided to have the PGA provide assistance (a free service to the PGA members) in searching for a GM. The PGA recommended we target receiving resumes in September. We are in the middle of the golf season and we might eliminate good candidates if we begin before September. The PGA provided a questionnaire; designating the needs/skills of the GM we are seeking. The PGA then takes the completed questionnaire and compares it with a database they maintain. Best matched candidates are then contacted and the selection process is begun. Completing the questionnaire, evaluating & interviewing the candidates and selection will be with a Golf Council group. Formal search will begin September 1st and final selection is targeted no later than December, 1 2010. The current GCatHR management team will retire and the new GM will report to the UAHR, Inc. Board of Directors.

This meeting is the beginning of going communications link with the Annual Golfers and GCatHR management both for the near term and continuing after the GM is in place on December 1st. The Annual Golfers had provided points for discussion via email prior to the meeting. The items:

- **Pace of Play - Joanie, Pete and Dean asked the procedures with the starter, marshals, and monitoring of play. Slow play is a concern and the golfers asked if it is being addressed. Ed Oswald said:**

- that a sign has been placed at the entrance to the golf shop stating that golfers are expected to spend no more than 14 minutes on each hole.
- The starter informs each group as they approach the tee that the group must stay within a half a hole (reasonable distance from the group immediately ahead of them) and to be mindful of the 14 minutes per hole. Tee times have been scheduled at 8 minute intervals with 1 open tee time scheduled every hour to accommodate catch up.
- Beginning in a few days Marshals will be provided daily with start times & cart numbers. This spread sheet will show the time each cart is expected on the tee box at each hole. This enables the marshals to monitor any group with their timing on the course. Any group lagging behind is asked to move forward.
- Marshals are driving the entire golf course every 30 minutes to assure play is reasonable and resolve any gaps.
- Ann Murlin – Will there continue to be Women’s and Men’s Clubs?
 - Ed Oswald – yes, always as long as GCatHR is a golf course.
- Pete Traynor – Does management want Annual Golfers?
 - Ray Griffiths – yes.
- Pete Traynor – Is management considering new pricing/packages for the coming year?
 - Ed, Ray and Vinny – yes we will be making some changes for next year and we are open to suggestions. We want to make it fair for all golfers and provide a variety of choices. You club members will have a voice and we welcome your input when making pricing/packaging decisions.
- Pete Traynor – Why so many employees?
 - Vinny & Ed – It is the philosophy of GCatHR to provide a “public golf course with a country club atmosphere”. Bag boys are on the spot for those who wish to assist with loading/unloading the cars/carts, cleaning the clubs and providing exceptional service. Some in the meeting said. “We don’t need that” while others said, “I like that service and don’t want to give it up.”
 - Vinny & Ray – We do staff at least 2 bag boys most of the time to assist the golfers coming & going and provide service. There are many choices golfers have and service is the one item that helps us stand out. City golf courses are losing golfers this year to us because of our service. We are open 14 hours a day and we normally have one to two people in the pro shop to provide service/assistance. There is only one marshal & 1 starter on duty during busy times. Staffing is constantly being evaluated. We have had 13,117 starts (9 or 18 hole rounds) this year compared with maybe 20% of that by this time in past years. We are busy and we need employees to provide the service we are committed to provide.

The annual golfers commented they were appreciative of the recent mailing specifically to them with updates. Joanie Ott suggested this communication continue via USPS or email. It is agreed this update will be presented more frequently than in the past.

5:05pm meeting adjourned.