

**GOLF COURSE COMMITTEE PROCEEDINGS**  
**January 20, 2020**  
**Government Center Room 300**

Members Present: Dan Olson, Jack Sweeney (alt), Barb Hoag, Kevin Gunderson

Advisory Members and Others Present: Linda Cadotte, Ashley Puetz, Tom Andersen, Tom Beaudry, Vince Dodge, Bob Kolbe, Angie Harker

Councilor Jack Sweeney introduced Bob Kolbe, who has an interest in serving on the committee. Kolbe gave his background as it pertains to golf. Mayor Paine will be submitting his recommendation to the City Council (in February) to appoint Kolbe to the committee.

1. Nemadji Golf Course Mission/Vision
2. Committee overview

Parks, Recreation and Forestry Director Linda Cadotte provided an overview of the committee and reviewed the mission/vision.

3. Committee composition/members

Cadotte asked the committee if they wished to add any additional voting or advisory members. Women's Club President Barb Hoag expressed an interest in having another woman appointed, potentially from their club and she will look into this and be in contact.

4. Elect Chair/Vice Chair

**MOTION by Sweeney, seconded by Olson and carried, to nominate Gunderson as chair.**  
**MOTION by Olson, seconded by Sweeney and carried, to nominate Hoag as vice-chair.**

5. Review of 2020 marketing plan

Members received the 2020 Marketing Plan in their agenda packet and Tom Beaudry, General Manager provided an overview and highlighted KemperSports five strategic imperatives for the golf course. He mentioned their success with the TrueService customer service platform. He also discussed briefly their point of sale system, uniforms for employees, and noted that they have secured a Chamber of Commerce membership. There was a discussion and a question and answer period.

**MOTION by Olson, seconded by Gunderson and carried, to receive and file the 2020 marketing plan.**

6. Logo

KemperSports offered a number of different logo options. Members quickly agreed that they favored logo #1 (first logo presented in the agenda packet). Kolbe suggested that "Superior, WI" be added, but after a discussion it was agreed that it not be added to the logo itself, but rather be used where possible, i.e. on the side or back of a hat or shirt.

**MOTION by Olson, seconded by Hoag and carried, to approve logo #1 for Nemadji Golf Course.**

#### 7. Public relations plan – communication with public

Beaudry discussed the public relations plan and indicated that a press release will be issued in the next couple of weeks. Rates will be announced and a season pass will be given away as a promotion to obtain more email addresses. Beaudry will be creating a new database of emails (KemperSports did not purchase the data base from the previous manager). They will use this database to reach out to golfers and plan to use their website and Facebook as well. Cadotte noted that the April/May issue of Positively Superior Magazine will feature an article about the new golf course management. It was suggested mailings also be considered for those that do not use email. Beaudry noted that there will be more structure at the golf course and things will be handled differently than they have in the past. For example, all golfers will need to check in at the clubhouse. The goal is to offer a more enjoyable experience for all users. It is anticipated that some long-time golfers may be upset by the changes as many are accustomed to doing things as they have in the past. It was requested that management keep the committee, City Council and City staff up to date on changes being implemented so that everyone can respond appropriately to any concerns voiced by the public.

#### 8. Staffing – HR update

There is a posting out for an Assistant GM at this time. Beaudry has been reaching out to previous staff as well. Help will be most needed in the food and beverage area and that posting will be out this week. All but three grounds persons will be returning, but 4 – 5 new seasonals will be needed. The plan is to hire food and beverage employees by the first of April and golf shop and outside employees should be on board in March and ready to work by April, depending on weather.

#### 9. 2020 Golf outings schedule

Beaudry is compiling a list of outings and will email it to the committee members so they can provide their contacts as known.

#### 10. Pro Shop plan – update

Staff had been waiting on a decision on the logo, so now they can begin moving forward with ordering merchandise.

#### 11. Kitchen plan – update

No major update. The plan is to pull everything out and do a deep clean. They are also putting together a capital list of things to improve on.

#### 12. Standing agenda items

- a) Profit/Loss – Budget/Actual Statement - no time for update
- b) General Manager/Golf Pro – report – no time for update
- c) Superintendent - Grounds/Maintenance report – no time for update
- 1) Equipment – Purchase/Maintenance update

Vince Dodge, Superintendent reported that all equipment has been purchased and is scheduled for a March 1 delivery. He has completed an inventory which he will forward via email. Cadotte mentioned the city's process of sending obsolete equipment to auction if needed.

- d) Nemadji Women's and Men's Club - concerns/update – none at this time

13. Future agenda items

- Kitchen plans: menu, hours, utilizing outdoor areas such as the patio
- HR update
- Common communication message for councilors/staff to give out
- Website
- Additional committee member
- Letter of understanding with City regarding costs (March meeting)

14. Set monthly/next meeting

Next meeting set for Monday, February 10 at noon. Future meetings to be the first Monday of every month at noon.

**Gunderson announced the meeting adjourned at 1:14 p.m.**

**The next Golf Course Committee meeting will be held Monday, February 10 at noon in Room 204 of the Government Center.**

Minutes submitted to the Council Meeting of February 4, 2020.