

OKLAHOMA CITY GOLF COMMISSION

The agenda was filed with the City Clerk of The City of Oklahoma City at 2:49 p.m. on April 29, 2021.

A meeting of the Oklahoma City Golf Commission was held on Wednesday, May 5, 2021, at 11:00 a.m., at Lincoln Park Golf Course, 4001 NE Grand Boulevard.

COMMISSIONERS PRESENT:

James M. Reid, Chair
Mike Cassady, Vice Chair
Mick Cornett
Leroy Richardson
D. Eliot Yaffe
Tom Caraway
LeeAnn Fairlie
Andy Coats
George Barnes

COMMISSIONERS ABSENT:

None.

GOLF PROFESSIONALS AND STAFF PRESENT:

Brandon Alford, Trooper Park Golf Course and James E. Stewart Golf Course
Dan Langford, Earlywine Park Golf Course
Steve Carson, Lincoln Park Golf Course
Alsie Hyden, Lake Hefner Golf Course
Troy McCollum, Golf Courses
Aaron Kristopeit, Lincoln Park Golf Course
Brad Sliauter, Lake Hefner Golf Club

STAFF PRESENT:

Douglas R. Kupper, Parks and Recreation Department
Sean Simpson, Parks and Recreation Department
Diane McCullough, Parks and Recreation Department
Karen Wiley, Parks and Recreation Department
Richard Mahoney, Municipal Counselor's Office
Christina Hankins, Budget Office
Daniel Dorgan, Budget Office

OTHERS PRESENT:

Nicole Shadid, Cumulus Media
Jay Davis, Cumulus Media
Johnathon Teal, YMCA/YSO Golf

I. Call to Order at 11:01 a.m.

Chair Reid presiding.

II. Items from the Chairman

Chairman Reid gave recognition to the historical Native American trail marker trees. Chairman Reid encouraged everyone to google and learn about the trees and described this as a fascinating piece of history and its located right here at Lincoln Park Golf Course.

III. Approval of the Meeting Summary of the April 7, 2021, Oklahoma City Golf Commission meeting

APPROVED. Moved by Cassidy, seconded by Cornett. AYES: Reid, Cassady, Barnes, Caraway, Cornett, Fairlie, Richardson, and Coats.

IV. Receive Financial Statements

Received.

V. Receive FY22 Golf Course Budgets

Received.

VI. Discussion/Action on one-time stipend for full-time and part-time golf employees. (Deferred from April 7, 2021 meeting)

Chairman Reid said there are no recommendations today on this item and requested the item be deferred to the June meeting. Commissioner Cassady requested the Finance Committee provide recommendations.

Deferred to the June Meeting

VII. Discussion/Action on Request for Junior and School Fee Tournaments at Various Municipal Golf Course.

There were no junior or school fee tournaments to be approved.

VIII. Discussion/Action on Reports from Committees.

A. Report from the Finance Committee

Commissioner Cassady reported the finance committee did not meet.

B. Report from the Marketing Committee.

Commissioner Caraway reported he got info on signs and signage for Earlywine. The information has been given to Dan Langford and the other commissioners to come up ideas on what they want for digital signage and to determine cost. The type of sign that was looked at would not fit at Lincoln. Further discussion of ideas and cost are needed at this time.

Brandon Alford gave update on radio advertising campaign. He invited Nicole Shadid and Jay Davis from Cumulus Media. Nicole Shadid presented a proposal (attached) for radio advertising to be considered the “best buy option” and radio is the highest return on investment.

Nicole Shadid continued that the next step is to focus on branding and gave a proposal to move forward with a May sale. She quoted rates for imprint to be normally at 12 per 1000, and the sale is 8 per 1000. This included radio but did take Facebook out. The radio campaign on sports animal will be \$5,200.00 a month and would like to get courses on for 3 months.

Commissioner Cornett asked if it is possible to track the 203 people who entered after clicked on ad – with mobile device and those who did not click. Nicole Shadid responded that there is no ability to do tracking of who entered without clicking at this time.

Commissioner Coats asked if it is not good idea to put telephone number in the ad. Nicole responded that this can be done with “Book your tee time” and Commissioner Coats asked which phone number.

Commissioner Caraway recommend having a marketing meeting this month before 19th of May and then get back to the commission with the recommendations for the best way to proceed.

C. Report from the Policies and Procedures Committee.

Commissioner Fairlie reported with a suggestion to encourage players to return their carts before dark with either of the following: adding signs that say return cart before dark or adding late charge when cart is returned after dark. These suggestions are coming from concern of negative activity that could be happening when players are continued being allowed to play after dark.

D. Report from the Building Committee.

Chair Reid had no report.

IX. Monthly Report from the Golf Courses.

Steve Carson (Lincoln)

April was a lot better this year than last year considering we closed with 3 days left in March and did not reopen till May 1, 2020– Activity numbers comparison to 2019 is really a waste of time Currently up about 500 pd rounds – The course is getting lot of play from MWC, and the course

entertained MWC Senior organization group that had almost 100 players. We are now starting to grow grass and evaluating the damage from severe winter storms. The crepe myrtles are not growing and on the west course there is minimal damage. This speaks well of soil makeup, and water capabilities. The construction of course held up well with winter storms. The east course has damage on tee boxes. About 95 percent sand and mirrored base on green. In this kind of windy, and dry conditions, they dry out, and with the extreme cold weather we were not able to water. Several tee boxes are damaged. We are taking some root samples to see if there is life left and plan to reevaluate May 15. Upon the results then decide whether to strip off sod and replace it or punch it with aerifier and get water and fertilizer into it. The total sq footage we could do in-house. We have enough good Bermuda to cut and replace but will know more next month. We are continuing to look for equipment. Currently in need of fairway mower and rough unit. In hopes to pick up from rental. Right now, not interested in what was returned. The golf course is in good shape today, and the greens are recovering well. The west is still behind east – could not aerify on the schedule we had set. Some areas around greens have some winter kill and may be re-sodded – sensitive to course conditions.

Brandon Alford (Trosper/Stewart)

Stewart clubhouse is coming along on schedule and will be opening in October. – The construction company is moving very quickly. There is another progress meeting today – Conduit is being installed for CCTV. We are asking if there is the capability to put bldg. on city network, no courses are currently on that network and other parks building on too. Right now, I do not know how that would look for whole system – DK and Jeff Mosher used bond money for golf carts a couple of years ago – money earmarked 145K. I do not have access to those funds until buildings are paid for, but new golf carts are needed for Stewart. The current ones are 12 yrs. old. The plan is to get 20 cars this fiscal year and 20 next fiscal year during June and July. Hoping we have access to that fund using both operating dollars and subsidy dollars to purchase. I will bring details to you later. – For maintenance we have done a quick release fertilizer down today and see how the winter kill spots come back. Paid rounds closed last year at 2324 rounds this year – 2295 are paid rounds – good month.

At Trosper, things are going well, and staff is doing great job. There is a lot of activity and tee availability has come to light on how they are utilized. I feel strongly it is best to have course open to public and generate as many dollars as possible. So far have turned down 25 golf tournaments this year. They range from 15 people to 90 people. Just not being able host those events this year but have been moving them over to other city courses Trosper can make more money being open to public than hosting tournaments.

At Stewart, being 9 holes so I think it is more beneficial if there is not reserved Tee time. I want to keep open 100 percent of the time for people who just want to show up and play. If we have tourney that will disrupt that activity and cause financial issues, and possible personnel, or customer service issues.

High volume events at Trosper only this year. The previous years for rounds of golf at Trosper 2760 in 18 and 2359 in 19 – 3782 this year we should be back on track. Overall great month in both places.

Commissioner Yaffe commented Brandon turning into a veteran right before our eyes. Brandon stated I have some veterans to learn, grow and develop from. Commissioner Yaffe commented he would love to see planning of big opening in October for Stewart course. Chair Reid thinks we should and will be a great way to show off course and new bldg.

Brandon commented I am working with Perry broadcasting and believe they will help us pull that off. It is good for us to have them involved.

Cassady – open Stewart – have mayor city council – Mary Fallen was there – had big opening – tiger came and brought exhibition.

Dan Langford (Earlywine)

Fertilization has been completed at both the north and south about 2000 sq ft. This location is not dissimilar to other courses. The ground raises up and snow blows up the tee tops and surrounds as green slopes up (collar) 2000 sq ft estimate – 5000 sq ft if it does not come back. Looking for areas to harvest sod – feel like if you an get sod it will be expensive and cutting sod is also expensive – big picture 2000-5000 sq ft – gaillardia ordered sod doing pretty good. Equipment purchased rough cutting unit \$24K – horsepower requirements going up but will be trading in tractor and getting estimates on fan for golf course and going to order a sand pro. I ordered in April and not scheduled get until August when new production starts. Supply chain has been affected everywhere and everybody is having problems with supply chain.

We will be having a meeting with IT and contractor to install burglar alarm and camera system. Observed some things that needed to be done and have sent to Sean. There are areas that motion detection is important. There is a need for motion detector in a secure storage (safe). It was very productive meeting and hopefully I did not wreck the budget. We are preparing to move and have been in inventory reduction mode – less you have the less you have to move.

Commissioner Cornett asked who is checking budget. His understanding after we bid project that the raw materials are now higher than expected. If the project over budget as designed is somebody is going to have to make decisions on how to cut back or find money upon reaching that point?

Douglas Kupper, Director of Parks and Recreation responded, last month meeting with consultants we would be able to buy base bid at 8.6 million construction dollars that was established. The base bid came in at 9.2 million. Planned to set up a meeting with building committee to go over budget for construction. In public works, Eric is very diligent to find a way to award base bid. He looked at construction budget and found certain amount for FF&E and contingency. They chose and committee agreed with them. They took half of FF&E and half of contingency funds to make up the 600K to make up base bid. If we were to go back and

try to value, probably looking at least 3 months and then rebidding. Which material costs are skyrocketing and might have ended up at 10 million for the base bid? We will have issues for FF&E possibly and hope these consultants did better job than Steve's consultants and hope we do not have to dip into contingency. Then should have funds to help reimburse FF&E, and possibly get furniture for ballroom, restaurant, and cabinets in the kitchen are in bid and so is the kitchen equipment. I have financials that shows what was in columns for putting it out for bids and new budget items to come up with 600K to be able to award base bid.

Douglas Kupper explained the bid is locked in. The contractor may have to cut into his profit margin, but he is locked in at \$9.2 million to the city. The most worrisome is if designers messed up. Example is what happened to this building (Lincoln) windows not fitting the framework. That took a significant hit to contingency to reengineer windows consultant looked thru engineering.

Alsie Hyden (Hefner)

This has been a good month. Needing to get a new(er) rough tractor. Right now, we have one on loaner. The driving range is doing well and might reach 400K by next fiscal year. This probably deserves attention but with new clubhouse might want to look at again and determine where money can be generated. Now as I tell anyone not to expect Bermuda grass until after May 15th. That is the magic date that Bermuda starts growing. Fairway does not look alive right now, but we are fertilizing. The course's operations are good. People are showing up & Junior programs are doing good.

School programs are amazing me. The coaches have them out more than usual and practicing more. Very proud of golf focus and doing good job. In need of mower and paid for batteries out of operations – should last until such time as you have a new clubhouse. Batteries are good for 3 years and might have to look at size of fleet for carts. We are doing lot of teaching and still feel that is best way to overcome stigma that golf is too hard to play. Talking with commissioners about date to put everything in restaurant back in place, with new choice of food items will be a big boost. Although to operate restaurant there is a need more than just a general manager preferably, need someone in the food business and continue trying to advertise and drive more people to course.

Commissioner Fairlie – Mentioned weed control on south toward meridian is needed. Alsie responded, there has been spraying going on now for 4 days. Right now, it is ugly but, on the way, out. Grass grows after My 15.

Fairlie – The tee boxes need to be mowed more frequently and the north and south look completely different. Alsie responded, we have had personnel issues but got 2 hired yesterday.

X. Items from Commissioners.

Chairman Reid reported Golf Inc. had big 6 tournament and gave recognition and thanks to Steve and Aaron Kirstein. They worked very hard and appreciate your efforts.

Commissioner Fairlie encouraged everyone to grow and mow grass and make it look good. “It’s not our food or clubhouse it’s our courses. Make them shine.”

XI. Items from Staff.

None.

XII Items from Citizens.

None.

XIII. Adjournment at 11:57 AM