

Town of St. Germain

Minutes of the May 5, 2016 Meeting of the Golf Course Committee

AGENDA

1. Call to Order - the meeting was called to order at 5:33 pm by the Committee Chairman. Tom Christensen.
2. Roll Call; Establish A Quorum – Roll Call, Aaron Becker, Margo Rogers-Anderson, Jim Swenson and Tom Christensen. There was one other person present, Doug Olson.
3. Open Meeting Verification – Tom Christensen stated that he posted the meeting before 5:00pm on May 4, 2016.
4. Approval of the Agenda with the order left up to the discretion of the Chairman – A motion was made by Jim Swenson and seconded by Aaron Becker to approve the agenda as presented with the order left up to the discretion of the Chair, voice vote motion passed.
5. Approve Minutes of Past Meetings – A motion was made by Jim Swenson and seconded by Aaron Becker to approve the minutes of April 6, 2016 Golf Course Committee Meeting, voice vote and the motion passed.
6. Citizen's Comments – There were no citizen's comments.
7. Discussion/Action Items
 - a. Review the current bills for recommendations to the Town Board for payment. - The Committee reviewed the bills presented by Margo Rogers-Anderson and Aaron Becker. A motion was made by Margo Rogers-Anderson that was seconded by Aaron Becker
 - b. Report and recommendations from Margo Rogers, Golf Pro.

Golf Pro Report 5/5/16

- 1) We are currently in the process of trying to find a solution to our internet issues. We lose internet sometimes daily during the busy Summer months and with our new software upgrade, we are not able to use the point of sale when the internet is down which impedes our ability to get golfers out of the door and onto the tee in a timely fashion. Our temporary solution is that we have a folder that we pull out and a form that we use to write all the information down so that we can ring it in later when we get the internet back. Bill at Silver Bay Systems is investigating other options for us. DSL through Frontier is one of the options. This solution would involve getting DSL at \$29.99 per month and keeping Sonic Net as a backup. Bill has informed me that this opens a whole new can of worms. Apparently, the reason we can use the POS in the snack shop is satellite internet specific. He is fairly sure that DSL would not work to beam the connection to the snack shop. So, at this point, I am waiting for Bill to get back to me after he hears back from Sonic Net with the technical answers he needs. If we can in fact use one or the other as a backup, the quote from Bill for setting it up would be approximately \$1,000.00 at most and \$360.00 at the least. He will have a more detailed idea of pricing after he hears back from Sonic Net.
- 2) I had a staff meeting on Tuesday evening that went well. I took the cart staff, starters and rangers on a tour of the driving range and cart barn and we had a great discussion on procedures and working together while the snack shop and pro shop staff went over the entire summer schedule which I had prepared for them. Then I broke the starters, rangers and cart staff into groups so they could discuss procedures in more detail. Then, I held a staff meeting with the pro shop staff to get them all on the same page with new promos and computer issues that might occur.
- 3) We've been dealing with GolfNow daily with issues caused from the 2016 upgraded version of the software. Apparently they have had many issues as a result of having to quickly develop a new version quickly to comply

with the new credit card regulations. Every time I call them, it is a timely endeavor. It involves waiting on hold until a representative is available, then we make a case and get placed into their Queue as they call it. Then we wait on hold again until a prompt comes up and asks us if we'd like them to call us back. Then we can wait as much as 3 hours before they call us back. Then, once they call us back, they log into our system through GolfNow solutions and take over our computer while we are on the phone. Recent issues that we've been through this whole ordeal include bar code scanners not working, card readers malfunctioning, issues performing local backups, issues performing removable backups, receipt printers malfunctioning and much more. We are slowly getting the bugs worked out and will start a whole series of new problems I'm sure tomorrow when we attempt to get the computer up in running in the snack shop.

- 4) I've been spending a lot of my free time meeting with ad reps writing jingles and catchy phrases for our radio ads and planning for TV commercials. Right now I am dealing with publications and other ad agencies like Golf Wisconsin, Wisconsin Golfer, Lake View photos and fun, 101 Things to do in Wisconsin and others, also NRG Radio (Hodag Country, Jack fm and Rock 105.3, Coyote Radio, Channel 9 and Channel 12. We are doing two shopping shows, Community Calendar and other ad providers that give us exposure all over the state. Lakeview as an example puts out 6,000 copies per edition, 21 editions that come out weekly in 275 locations and target locals, second homeowners and tourists as well. The 101 Things to do in Wisconsin puts out 30,000 magazines from May to September and is in Chambers all over the state as well as retail stores, restaurants, lodges, real estate offices and grocery stores. We will be advertising during golf events on Channel 12 and will have a large presence with Channel 9 which will cover three stations and 11 counties. With this agreement, we will receive 45 (15 second) TV spots per month highlighting our course between April and July. We will get an online brochure on the region's #1 website including photos, descriptions, maps, contact information and links to our website. More than 50,000 impressions per month across WAOW.com promoting St.GGC and a presence on their Facebook page that has over 60,000 likes. And we will get a one-time 90 second segment that will be featured on the 11 am news on Friday and 5pm news on Sunday. For this segment, WAOW sports director Brandon Kinnard will come and play our signature hole with me on camera and feature our beautiful course. We have also upgraded to GolfNow plus which allows us to target sales during our weak times of day on the tee sheet through sending email blasts with discount opportunities to help fill these holes in the tee sheet. It notifies us when it detects upcoming down time and automatically sends out deals based on pre-determined offers that we set up ahead of time. There are many more advertising opportunities that we are taking advantage of and I think we have a great variety and a great presence out there in the world of golf and tourism.
- 5) Leagues will be starting soon so we are working on game schedules and plans for the season.
- 6) Business will start to really pick up as schools get out in Wisconsin and Chicago. We are hoping to have a good Saturday considering that this is Martinis in May weekend at the Whitetail Inn. We had a great weekend last year during this event.
- 7) Construction on the addition to the snack shop will start Monday and should be completed by Thursday. The commercial fridge is in. We purchased a very nice refurbished NSF commercial fridge from NOW Equipment in Rhinelander at less than half the price of a new one. It has more storage than the non-commercial fridge we were using and also has a 6 month warranty. I spoke with Tim Clark a week ago and we are just waiting for the addition to be finished so we can have him place the order for the new water cooled ice machine.
- 8) We have a large golf meet this Monday, the 9th. 10 schools will be attending.
- 9) Most of my summer staff has returned from their winter homes in the south and we are ready to have hopefully the best golf season ever.

c. Report and recommendations from Aaron Becker, Golf Superintendent.

St. Germain Golf Club Maintenance Report 5/4/16

Weather Summary for April

Early April brought cold and snowy weather. By 4/14, the snow melted following temperatures in the upper 60's and low 70's. That weather pattern continued for 5-7 days, then ending the month we had slightly below normal temperatures.

April snowfall: 14.5"

April rainfall: 1.86"

Current Conditions

Greens:

-Greens are in good shape this spring. Low spots on certain greens are being plugged out removing Poa Annual and replacing with pure nursery-grown bentgrass. This will limit ice damage in the future, as modern bentgrass varieties stand up to winter weather significantly better than Poa. We are also spreading light applications of sand on these regions to raise them up and gradually build up the depressions. Greens will continue to be top dressed weekly prior to Memorial Day to help fill in aeration holes from last fall and also firm up the playing surface. A regular rolling schedule will be implemented as well to achieve quicker green speeds earlier into the season this year. Rolling began on 4/30.

Fairways/Approaches

-Fairways are in very good shape, minor seeding was done on #1, #5, #17, and #18 in low points where water had stood and then froze in December.

Tees:

-Tees are in good shape, heavy topdressing ("new to us" trade topdresser will be used) is planned prior to Memorial Day

Bunkers:

-Bunkers have been graded and leveled out with the trap rake coming out of winter ("new to us" trap rake attachment has improved working up wet sand). They are being raked regularly with extra emphasis on preserving the edges. The left side bunker on #2 green is awaiting a new 4" of sand throughout in the coming weeks. We plan to take on #17 also; if material and time is left we will look at #12.

Rough:

-The rough has been dethatched and vacuumed with our sweeper/vacuum unit. We are awaiting warmer temperatures and rain to introduce the new rough mower to the roughs.

Projects

-Driving range drainage is complete; we are awaiting milder weather and rain to activate seed germination

-Driving range tee was core aerified, overseeded, and top dressed with divot mix to ensure a dense hitting area by early June

-Stump grind work is scheduled for the back of the driving range and #1 cart path near green

-Crushed red granite is being removed from the first tee area and cart staging region and replaced with washed river rock

-Skid Steer rental will be applied to widen a cart washing area by the cart barn with 4-6" of new gravel to clean up area and prevent mud washouts, we will also use the rental to grade and clean up the back of the driving range where we removed some trees

Miscellaneous:

-Shop yard continues to be cleaned up and organized, equipment building storage has been reworked to accommodate new rough mower

-Muskrat damage on #18 green banks needs to be addressed, bank may need to be excavated and reinforced

Future ideas:

-None at this time, focusing on 2016 season general maintenance

d. Review Budget Performance – No action or discussion.

- e. Internet DSL Service - Based on past performance of our current supplier, do we need to switch to another provider – No action taken still waiting for more information from Sonic Net.
8. Committee Member Concerns – There were no additional committee concerns.
9. Next Regular Committee Meeting Date – June 9, 2016, 6:00pm, Community Center Room 5
10. Adjourn – A motion was made by Jim Swenson that was seconded by Aaron Becker to adjourn, voice vote and the motion passed.



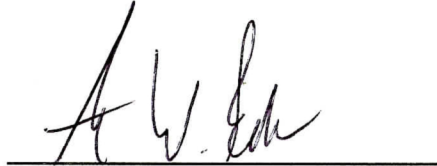
Tom Christensen
Committee Chairman



Margo Rogers-Anderson
Committee Member



Jim Swenson
Committee Member



Aaron Becker
Committee Member