

White Pine County Golf Advisory Board
Regular Meeting Minutes

DATE: April 9, 2019

TIME: 5:00 p.m.

PLACE: White Pine County Golf Shop

PLEASE NOTE: The White Pine County Golf Advisory Board may address agenda items out of sequence to accommodate persons appearing before the board or to aid in the efficiency and effectiveness of the meeting.

1. OPENING ACTIVITIES

Meeting called to order at 5:06 pm

Members present:

Kevin Robison – Business

Terrill Trask – White Pine Men’s Golf Association

Caroline McIntosh – White Pine County Tour and Rec

Julie Gonzales – White Pine Women’s Golf Association

Members Absent:

Ralph McClintock – Member at large

Others present:

Randy Long

Bill Calderwood

Shane Bybee (5:08 p.m.)

2. PUBLIC COMMENT: None

3. ITEMS FOR DISCUSSION/FOR POSSIBLE ACTION OF THE WHITE PINE GOLF ADVISORY BOARD

*Note: Item H was discussed after item E in order to aid in the efficiency of the meeting.

A. Review of Financials for White Pine County Golf Course

Randy Long stated that some of the members who are snowbirds have not yet paid their fees and we have also added new members. Bill Calderwood reported the greens sand and reel sharpening have been paid out of the Outdoor Recreation fund (the expenditure side of the report). We must have purchase orders in by June 10th for this line item. There were no other questions on the financial report.

B. Report/Request from Golf Pro Randy Long

Randy Long reported the Men’s Club have the majority of #1 tee box complete with the stairs to be finished soon. Rick Haslem has completed the update to the greenside bunker on #17. The

Men's Club would like to purchase \$1500 aerators in the pond on #6 and #14 for aesthetics. Bill stated the transformer near this area is maxed out and would not be able to provide a line for voltage to the aerators. Randy said the club had mentioned using a solar powered unit so he would advise the club this is a better solution.

C. Report/Request from Golf Course Maintenance - Bill Calderwood

Bill Calderwood reported one seasonal worker has started, the water is on and the restrooms have been opened. He also stated we had to change the expansion tank for the well/pump on #5 as well as replacing broken drippers for the trees. Most of the equipment has been serviced for the season, with just a couple of pieces left. We are ready for the season. He will bring on the rest of the seasonal workers once the weather clears up. We will have 3 seasonal workers who mow. Member McIntosh commented it seems kind of skinny to have just 3 seasonal employees. Bill Calderwood stated that if it wasn't for our volunteers, we would have a hard time keeping up on the rest. Member Robison asked how many volunteer hours we had last year at the course and Bill said he could look that up. Randy Long stated we would have more hours this year so we could use that for grants looking for in-kind hours.

Member McIntosh asked how the servicing affects our budget. Bill explained the general fund assists in the general maintenance of the equipment (like they do for other areas like the fair grounds and the aquatic center) with the maintenance hours reported to the commission at the end of the fiscal year for every entity.

D. Report/Request from White Pine County Official – Shane Bybee

Shane Bybee reported he has a request to raise the county room tax to 13.5% (in line with the city room tax with the extra 2% being earmarked for the golf course) and it is on tomorrow's county commission agenda. There is also another 1% that was earmarked for a grant writer for the aquatic center (introduced around 2001-02) that is still going to that entity. So Commissioner Bybee is asking that 1% also be earmarked to the golf course for a total of 3%. Each 0.5% represents about \$8,000 - \$10,000 per year which will equate to \$50,000 - \$60,000 per year for the golf course. Shane also stated this is only for the county portion of the room tax. This would give us a steady revenue source for the golf course and help to stabilize our budget. He would appreciate any support from the advisory board and golfers for this agenda item.

White Pine is at the bottom end of room tax percentage compared to the rest of the state. We are collecting only from out of town people, not the locals of the county. Member McIntosh stated that having an attractive and vibrant golf course might entice people to stay longer in White Pine County which will help the Tour and Rec's goal of increasing the number of room nights. Commissioner Bybee also reminded the board the aquatic center receives money from the quarter cent sales tax, which the golf course does not qualify for. We would not be hurting the aquatic center with asking for this 1% as they have an ending fund balance around six million dollars. This 1% can help the golf course tremendously.

E. Report/Request from Board Members

Member Robison reported that the signs need to be put up. He asked member Gonzales to help member McClintock coordinate this. In a past meeting it was suggested that Stultz's Stick and Nails be approached to hang up the signs (one on the highway and one on the side of the clubhouse facing the street). Rock needs to be placed at the bottom of the highway signage as well as having solar lights added. Commissioner Bybee suggested using caged rock in the project so we don't have to deal with mortar that would eventually crack and crumble. We have about \$5000 left in the grant. It was suggested maybe golf members could help with this project as well.

Member McIntosh suggested we think about going after grants that would help with the looks

of the clubhouse. The Tour and Rec board has a focus on investing in the community and currently have a line item worth \$15,000 that will go towards public art (like murals and sculptures). The procedures for this grant are currently being developed as well as a priority list. She wanted the advisory board to be aware so that as we develop our master plan for aesthetics for the golf course, we could possibly use sculptures to make the course more inviting/appealing to the public. Member Robison added that it would look nice to have sculptures, especially if we were to add a covered patio. He also mentioned the plasma cut art structures would also look nice.

Member McIntosh also wanted to remind this board the Aid to Organization funding would be decided April 18th at 10 am and that Outdoor Recreation and Capital Improvement grant presentations are coming up in May. Kyle Horvath has come up with a level of marketing support for aid to organizations based on the number of people for an event. The Aid to Organizations Grants will be changing as the marketing will not be funded but instead picked up by Tour and Rec to help promote the community. Future grant requests will not include marketing!

Randy would like to talk about Capital Improvement grant later (after we talk about equipment purchase) depending on what we decide in letter H of the agenda.

F. 2019-20 Grant Request Preparations for Tour and Rec

With the pull behind unit being bought from Outdoor Recreation monies (see H below), we need to purchase a tractor for this unit and/or a cover. Randy suggested we could use tarps for now to cover this equipment. It was suggested to approach the Tour and Rec through their remaining grants, to purchase part or all of the tractor (through Capital Improvement Grant). Randy will get the specs and model number on the Toro mower (item H) to Bill so we can get a tractor to pull it. Once we have that, we can put together a grant request for Tour and Rec. Bill suggested keeping our future budget line item for the tractor intact but knowing it could be offset by the grant. Member Robison said if our request contained the information that we are putting up half of our own money that could help us with our grant application.

Our golf course struggles to maintain our product with the old equipment we do have so we are actively pursuing ways of buying newer equipment, the capital improvement and outdoor recreation grants can definitely help us produce a better product. Also the county's purchase of the golf carts has helped us in improving the product people use at the golf course. Member McIntosh reiterated that is the reason she wants us to put together a strategic plan so that we have our list of priorities to make our product better.

Randy indicated that he has the paperwork on both grants for the Tour and Rec, he just needs the numbers to write it up. Bill will get the cost and the specs for the new tractor for Randy to write up the grant request.

Lastly in terms of the remaining grant money, Bill will do a PO for the pull behind mower and purchase a utility cart with the remaining Outdoor Recreation funds. If any money remains, he will purchase sprinklers as we are always in need of them. Randy suggested a Yamaha for the utility cart (see item H).

G. Marketing Grant through Travel Nevada

Member McIntosh believes that we need to have a marketing plan for tournaments/events and a general golf course marketing plan in place. She suggested asking Kyle Horvath for help in this area. Also she would like to redo the local racks cards with new images. She will talk with Kyle about this. We might also get some help from Sheri Bombard, a rural person with Travel Nevada, who might know what other rural golf courses are doing with respect to marketing. Shane Bybee suggested doing a one sided rack card for the golf course with the second side that could be used to mail information for anyone who asks about the golf course. We could easily

mail this rack card with a post card stamp, which will mail for less, and get the golf course information out to people who are requesting it! Member McIntosh suggested a mass mailing with golf course information.

H. Equipment Purchase

Randy Long reported he has a line on a mower from a St. George contact, which would cost \$22,000 (a 7 gang toro mower). It has been used a handful of times and has been stored inside. Randy indicated it is the most efficient way to mow fairways but it must be pulled with a tractor. It will mow the same width as what we have now. If we decide to go with this unit, Randy said he would like to build a lean-to to store this mower out of the weather.

Bill Calderwood has a line on a mower from Rocky Mountain Turf. It is a XR7 LasTec pull behind mower that is brand new. It would have an 11 foot cutting pattern. It is \$22,000 brand new. After discussion, it was decided this mower would work better as a rough mower since it is a rotary unit.

Member McIntosh motioned to buy the mower out of St. George for \$22,000. Member Gonzales seconded the motion. The only question asked was how will be get it here. Bill Calderwood said we will go and get it since it will fit on a trailer. Motion passed unanimously. Bill then asked what we want to do with the rest of the \$5000 in that line item. Randy suggested getting another Cushman utility cart. Bill will use the rest of the Outdoor Recreation line item to purchase this cart.

I. Development of a 2019 Strategic Plan

Member Robison believes this item is important and he foresees us spending at least an hour or more to complete. He would like to survey people about their ideas for the golf course. Then we can use this feedback to help us draft a strategic plan for the golf course. It was discussed that we must survey members, people in the community, visitors, players of our bigger tournaments (like the Rotary and mine tournaments) and business to get feedback on the course and to ask for suggestions on how to otherwise use the course. We could distribute the survey through emails. Member Trask can put together a Google Form survey that can be easily distributed to members and the community through various means so we can gather data. Then as a board we will be able to use a spreadsheet generated by the Google Form to disaggregate the data. Once we have this data we will be able to use it for further grant requests. The survey will run for two weeks. It was discussed that maybe we could have a computer set up at the golf course that visitors could use to fill out the survey. In order to do this Randy would need to fill out a work order. Our GOAL: Use the data from this survey to drive our strategic plan.

4. Approval of the minutes for the February 4, 2019 meeting

Member Gonzales informed the group that the minutes have the wrong date and start time on them that she has already corrected to be February 4th (it previously had been January 23rd because of a typo). Member Trask motioned to approve the minutes with this correction. Member McIntosh seconded the motion. No questions were asked. The motion passed unanimously.

5. Public Comment – None

6. RECOMMENDATIONS OR ITEMS FOR FUTURE AGENDAS

There needs to be a Tour and Rec Grant Requests line item as well as a line item for our Strategic Plan.

7. DATE OF NEXT MEETING – May 7, 2019 @ 5:30 p.m.

8. ADJOURNMENT

Member Gonzales motioned to adjourn the meeting. Member Trask seconded the motion. No questions. Motion passed unanimously. Meeting adjourned at 6:49 p.m.