

White Pine County Golf Advisory Board
Regular Meeting Minutes

DATE: May 7, 2019

TIME: 5:30 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 5:32 p.m.

Members present:

Ralph McClintock – Member at large

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

Kevin Robison – Business

Others present:

Randy Long

Bill Calderwood

2. PUBLIC COMMENT: None

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

A. Review of Financials for White Pine County Golf Course

Member Gonzales asked if the mower came out of the budget and Bill Calderwood indicated it came out of the Outdoor Recreation fund.

B. Report/Request from Golf Pro Randy Long

Randy indicated that he has been gone for a week and there was nothing to report.

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

Bill indicated that all seasonal workers are on board. The newest seasonal worker is currently being cross-trained in various areas but he will be 40 hours at the golf course when he is trained. For the Tour and Rec grant, he has purchased a blower, the sand is here for the deep tining coming up, the pull behind mower is here and he is not sure how much is left in the grant due to the sand because that cost depends on the weight delivered. But he will make sure that the rest of the funds are spent on sprinklers. Member McClintock asked if the new-to-us mower was

under cover. At the moment, it is not. Bill said the barns are full so we can at least cover it with a tarp.

There are some power issues to some of the clocks. The wire arrived Monday and they will be trenching in some new power lines for the clocks. Randy asked if the power issues were caused by critters, lightning strike, or just old wire. Bill indicated he believed it was old wire. His crew used a machine that checks for voltage but since it shows voltage throughout the lines, it won't show where there is a break. When they try to pull amps from the system, it pops out. So they are replacing the whole line. The old pipe in the barn will be used as conduit for the line.

Member McClintock stated that he understood all reels have been sharpened. Bill said we have 3 complete sets. Bill stated there is an issue with one greens mower. It is cutting but throwing the grass opposite of the basket so it is not filling the basket. Bill believes it just came with the wrong reel.

Member Gonzales asked Bill to get her the amount left in the signage grant so we can get the signs installed. Member McClintock asked if we have the solar lights to go with that but they have not yet been ordered.

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

Nothing reported as Mr. Bybee was not in attendance.

Member McIntosh asked where we stood on the room tax increase for the county. Bill Calderwood explained that it will go to a vote in the commission meeting tomorrow. It was suggested board members attend to show our support for this increase.

E. Report/Request from Board Members

Member Trask has some preliminary results from the survey sent out for the strategic plan.

Early results are (it's been out for about one week):

- 98 people have taken the survey (77 from White Pine County, 8 outside of Nevada)
- Several people have responded they have never played golf (9). The rest was split (about 30% each) for avid golfer, once a year, and once a week.
- For the question of services and facilities, price was the number one factor that people looked for (78), friendliness of staff, and course condition filled out the rest of the top 3. Carts were fourth and bar/grill was fifth. One fill in the blank answer was to have handicap lessons.
- For the question "What other events would you like to see at your community owned golf course?" the results to date have been: 1st (tie) night driving range with wedding venue, 3rd (with one less response) outdoor concert, and 4th was an outdoor walking path. Some comments added was fishing, bird watching, and more tennis courts.
- For the question "How likely are you to visit the golf course if these events are added?" most people overwhelming chose a 5 (the highest likelihood).
- For the comment section, most were related to price and course conditions. Terrill said he could email us a list of the comments.

Member Gonzales asked when this survey would be cut off. Tour and Rec just boosted the survey so at least another week. It was suggested each board member share on their own Facebook page. Member Trask said we need to let the public know that this is a survey for all people, not just golfers. It is a community owned golf course and we want input from a variety of people in the community. Randy Long suggested getting these statistics to Shane Bybee for tomorrow's commission meeting because most of the concerns that have come up in the survey can be fixed with money and staff.

Member Trask added that social media was mentioned several times in the survey in terms of getting information about the golf course.

Member McIntosh wanted to know where we are on the Outdoor Recreation and Capital grant applications that open May 17th and due by June 7th. Randy asked if we can apply for the tractor (to pull the mower) under the Capital Grant. Bill said that is what we agreed to at the last meeting. He recommends going for it all and if we get half, then to approach the commission to augment our budget for the rest. For Outdoor Recreation, it was suggested we use the results from the survey to build our ideas for the Outdoor Rec. Then we can use our data of our survey in the presentation for the Outdoor Rec.

Member McIntosh also wanted us to know there will be a meeting to develop an action plan for outdoor recreation on May 16th at the Aquatic Center from 5:30 – 7:30. Various entities will be represented including the USDA, GOED, and Nevada Rural. She would like the golf course to be represented. The state rural USDA is helping the county with this action plan. They know of funding sources that we are not aware of. It's a good opportunity for the golf course to be involved and possibly build relationships with other groups (like having a fun run at the golf course). The follow up/thank you will be Friday morning at GBC.

Member McIntosh talked to Kyle Horvath about the social media aspect for the golf course. He gave her a proposal of services the Tour and Rec could help the golf course with. Those items included poster design for special events (Tour and Rec would pay for design) and specialty swag (t-shirts & mugs would be paid by the golf course), to include the golf course webpage on the Tour and Rec's website under outdoor recreation, add golf course events to the community calendar on the Tour and Rec page, design and printing of a promotional Rack Card for the golf course (Tour and Rec pays for printing), design print ads for the Ely Times (golf course pays for the ads to be placed but Tour and Rec pays for the design), creation of direct mail campaigns to collegiate players during summer break (Tour and Rec designs the direct mail), provide training for the golf course media manager and advisory board in Facebook and Instagram (develop ideas and a campaign for the golf course), create a golf course logo for social media, and to take images of events and the golf course. Member Trask stated it would be nice to have the information of events on the community calendar on the Tour and Rec's website. Randy Long believes the Tour and Rec website is much better than the county's in terms of recreation. Member McIntosh believes we need to have multiple layers of advertising for the golf course, of which the Tour and Rec can help us with.

Member Gonzales indicated the women's association has put \$500 towards the brackets that would hold placards for our new golf carts. She is asking the men's club to pay the rest of the balance, roughly \$287.50.

F. Grant Requests

This item was discussed during Member Trask's report. It was stated that we need to use the data we will gather from the golf course survey to drive the items we put forward in the Capital Improvements and Outdoor Recreation grants. Member Trask asked if we needed to have a strategic plan in place in order to help Randy with the grant requests. Member Gonzales stated that it was her belief that having the data from the survey would make our grant requests more strong but was not sure how long a strategic plan would take. Member McIntosh said we can use her experience in building a strategic plan to help structure a strategic plan.

G. Development of the 2019 Strategic Plan

Member Gonzales asked how much longer the survey would be running so that we can gather the data we need to build our strategic plan. Member McIntosh will find out from Kyle Horvath how long he paid to boost the survey. We all agreed to have the strategic plan in place so Randy could use it to build our grant requests by June 7th. Member Trask and Member McIntosh have

agreed to meet to put together a preliminary report/rough draft of the data gathered from the survey for the strategic plan.

4. Approval of the minutes for the April 9, 2019 meeting

Member Trask motioned to approve the minutes of the April 9, 2019 minutes. Member McIntosh seconded the motion. No questions. Motion passed unanimously with Member McClintock abstaining due to his absence on that day.

5. Public Comment – None

6. RECOMMENDATIONS OR ITEMS FOR FUTURE AGENDAS – Grant requests and the Strategic Plan will be the only items for the next meeting.

7. DATE OF NEXT MEETING – May 30th @ 5:45 p.m.

8. ADJOURNMENT – Member McIntosh motioned to adjourn the meeting. Member Trask seconded the motion. No questions. Motion passed unanimously. Meeting adjourned at 6:48 p.m.