

## July 2013 Meeting Minutes

July 10, 2013

Oxford Recreation Center

**MEMBERS PRESENT:** Erick Goodlow, Dave Haley, Dan Markel, Betsy Mowry, John Mountain, Emily Shively, Andrew Trcka, Salina Vang,

**MEMBERS ABSENT:** Susan Bishop

**STAFF PRESENT:** Michael Hahm, Dan Udem, Clare Cloyd

**GUESTS:** Tom Dapper, Terri Thao, Kathy Zieman,

### 1. AGENDA, MINUTES, INTRODUCTIONS, ANNOUNCEMENTS

- a. The meeting was called to order by Chair Trcka at 6:31 p.m.
- b. A motion to approve the agenda was made by Commissioner Haley and seconded by Commissioner Mountain. The vote was 5 to 0 in favor with four commissioners absent.
- c. Commissioner Shively moved to approve the April 2013 Meeting minutes. Commissioner Haley seconded the motion. The vote was 5 to 0 in favor with four commissioners absent.

### 2. DISCUSSION ITEMS

#### a. Golf Performance Plan

Golf intern Clare Cloyd presented the May and June golf performance plan, which showed the number of rounds played and revenues brought in significantly lower in 2013 when compared to 2012. This decrease is most likely due to the courses opening 44 days later in 2013 and the poor weather conditions seen during the spring.

Commissioner Mountain commented that it appears that Highland National is the only course to make a profit. Ms. Cloyd agreed that Highland does make a profit and this is due in part to the recent investments at the course. The driving range and the tournaments hosted at Highland give the course additional revenue streams.

Chair Trcka asked about the return on investment with EZ Links. Ms. Cloyd responded that there is currently a pilot project being undertaken at Highland and Highland 9 to test the effectiveness of Golf Now which is one of the leading Tee sheets in the country and features the option of dynamic pricing.

Director Hahm commented that course competition is taking people away from Saint Paul's courses and the current course market is saturated. The traditional golfing demographic is also eroding and these golfers are not being replaced. There are efforts to reach out and bring golf to new demographics, but this outreach effort will require



support from the golf industry as a whole.

**b. Marketing and Communication Efforts**

Dan Udem presented the commissioners with an update on recent communication/marketing efforts currently being used by the Department. Social media efforts are showing results with over 682 new likes through June of 2013 and social media likes were successfully leveraged to bring in \$16,082 in revenue during the pre-season online aquatic membership drive. Additionally, efforts are being undertaken to make the website more user friendly and to optimize the site for mobile devices. E-blast marketing for individual rec centers and improvements to construction project updates are also being discussed. New tracking measures have been implemented including monthly Facebook statistical analysis and new media tracking software has been brought online.

**c. Networking Event**

The location of the 2013 Networking Event was discussed. City House was confirmed as the preferred site with Phalen as a backup. The roster of invitees will be distributed to the commissioners for their review prior to the event invitations being sent.

**3. DIRECTOR'S REPORT**

**a. Budget Update**

Director Hahm provided the commission with an update on the budget. The Mayor will present the proposed budget in August and a City Council final vote on the budget is expected to take place in December.

The recent storms that impacted Saint Paul have an estimated financial impact of approximately \$300,000. The storms will also impact regular tree trimming cycles as labor has been diverted to handle the recent storm damage.

**5. SUBCOMMITTEE AND TASK FORCE REPORTS**

**a. Como Regional Park Advisory Committee – Commissioner Marckel**

No July meeting scheduled. Many of the projects the committee has been involved with are completed or nearing completion (Gorilla Forest, Screaming Eagle Ride and Como Playground). The new playground is scheduled to open in July/August and grand opening will try to be aligned with a neighborhood event. There was a request for the development of talking points on the potential study of the reuse of Como Golf Course; these talking points would help the committee be better prepared to handle community questions.

**b. Blooming Saint Paul – Commissioner Mountain**

No Update

**c. Transportation Committee of the Planning Commission – Commissioner Trcka**

No Update.

**d. Trees Advisory Committee – Commissioner Goodlow**

No Update.

**e. Victoria Park – Commissioner Shively**

No update, next meeting August 20.

**f. Community Engagement – District Councils**

**g. Other Reports**

**6. ADJOURNMENT**

A motion to adjourn was made by Commissioner Trka and seconded by Commissioner Markel. The meeting adjourned at 7:30 p.m.