



City of Longview

1525 Broadway
Longview, WA 98632
www.ci.longview.wa.us

Agenda

Mint Valley Golf Advisory Board

Wednesday, January 15,
2020

4:00 PM

Recreation Office, 2920 Douglas

1. ROLL CALL

2. APPROVAL OF MINUTES

20-00028 Approval of Minutes from 10.16.2019

3. CONSTITUENT COMMENTS

4. BOARD MEMBER COMMENTS

5. REPORTS

20-00023 Pro Shop Managers Report

20-00024 Golf Maintenance Manager Report

20-00025 Director's Report

20-00029 2019 Play & Revenue Report
Golf Section of 2019 Annual Report

6. OLD BUSINESS

7. NEW BUSINESS

20-00026 2020-2021 Annual Pass Rates

20-00027 2020 Event Discussion

8. ADJOURNMENT



City of Longview

1525 Broadway
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Minutes

Mint Valley Golf Advisory Board

Wednesday, October 16,
2019

4:00 PM

Recreation Office, 2920 Douglas

1. **ROLL CALL**

Roll Call: The meeting was called to order at 4:01 p.m. by Rick Parrish

Members Present: Chuck Bergquist, David Schloss, Scott Knapp, Rick Parrish & Kim Higgins

Members Absent: Ken Pence

Staff Present: Jennifer Wills, Melissa Harbour

2. **APPROVAL OF MINUTES**

19-000403 MVGAB Minutes 07.17.19

A motion was made by Chuck Bergquist, seconded by Kim Higgins, to approve the draft minutes from 07.17.2019. The motion carried by the following vote:

Ayes: All

Nays: None

3. **CONSTITUENT COMMENTS**

N/A

4. **BOARD MEMBER COMMENTS**

Rick Parrish discussed the financial report and steady revenue and expenses. Kim Higgins requested that punch cards be separated by sales and use in future reports and requested healthier choices which may include salads and foods that are not deep fried. Rick Parrish asked that strategic planning should include cart barn payments and paying back the loan. The board suggested that the next meeting should include plan around maximizing cart rentals/storage, etc.

5. **REPORTS**

19-000404 Proshop Manager Report

Jim Nickerson, manager reported on the recent Movie Night, where over 100 people participated with the restaurant reporting significant proceeds. Other information discussed included the reinstatement of the Moonlight Run and Tournament, the Greater Saint Helens High School Tournament positive feedback and the closing of the grill for the winter with a special on burgers. Additionally, winter rates are now in affect.

19-000405 Golf Maintenance Manager Report

Scott Knapp provided a verbal report on the condition of the course, recent maintenance and plans for the upcoming winter months. Additionally, the maintenance division has a position open. Winter plans include leaf pick-up, machine repair and basic maintenance.

19-000406 Directors Report

Director Wills reported on Quarter 3 Play & Revenue report which shows positive revenue trends. The board was asked to provide suggestions for the upcoming 2020 Strategic Planning session. Details on board suggestions for strategic planning can be found in the board report section of minutes.

19-000407 2019 Play & Revenue Report - 3rd Quarter**6. OLD BUSINESS**

N/A

7. NEW BUSINESS

N/A

8. ADJOURNMENT

Meeting adjourned at 4:32 p.m. by Rick Parrish

MINT VALLEY GOLF COURSE PLAY & REVENUE REPORT DECEMBER 2019										
PLAYS	2019	2018	2017	2016		REVENUES	2019	2018	2017	2016
18 Hole	275	104	146	98		18 Hole	\$4,041.61	\$1,160.32	\$1,567.55	\$1,736.09
9 Hole	131	48	92	171		9 Hole	\$1,359.75	\$580.00	\$1,041.00	\$2,262.50
Par 3	11	4	8	26		Par 3	\$71.28	\$28.00	\$54.00	\$182.00
Pass Play	680	380	410	605		Pass Sales	\$1,979.66	\$800.00	\$480.00	\$345.00
						Miscellaneous		\$0.00	\$0.00	\$0.00
						Trail Fees/Cart Storage		\$0.00	\$0.00	\$225.00
						Driving Range 50% *	\$686.43	\$462.13	\$515.37	\$632.19
						Power Carts 15% *	\$219.00	\$106.44	\$142.47	\$126.87
						Concessions 5% *	\$148.82	\$12.82	\$38.18	\$44.78
Monthly Totals	1,097	536	656	900		Monthly Totals *	\$8,506.54	\$3,149.71	\$3,838.57	\$5,554.43

Rentals/Services = Power/Pull Cart-Club Rentals-Repairs						Driving Range Actual	\$1,372.85
						Rentals/Services Actual	\$1,531.03
						Concessions Actual	\$2,976.32
						Merchandise	\$5,478.11
						Tournaments/Lessons	\$46.25
						Gift Cards	\$3,176.50
						Full Monthly Total	\$22,033.36

***Red Numbers are to show where we would be comparing last year's contractual obligation with this year's revenue.**

YEAR TO DATE COMPARISONS										
	2019	2018	2017	2016			2019	2018	2017	2016
18 HOLE ROUNDS	17,654	9336	8319	9325		PLAY REVENUES	\$383,170.87	\$261,538.44	\$230,213.00	\$288,128.52
9 HOLE ROUNDS	6,496	7792	7950	9430		PAR 3 REVENUES	\$9,759.28	\$7,563.00	\$6,763.00	\$8,903.30
SEASON PASS PLAY	11,440	8720	8353	10702		Driving Range 50% *	\$25,642.66	\$37,322.02	\$33,143.94	\$45,838.12
PAR 3 ROUNDS	1,538	1695	973	1382		Power Carts 15% *	\$15,074.02	\$14,200.95	\$12,173.60	\$12,455.45
						SEASON PASSES	\$126,545.90	\$105,792.00	\$108,664.50	\$131,996.00
						TRAIL & CART FEES	\$27,074.99	\$27,041.50	\$26,746.75	\$27,992.50
						Concessions 5% *	\$4,471.33	\$3,183.30	\$2,826.43	\$3,673.93
Y-T-D PLAYS	37,128	27,543	25,595	30,839		Y-T-D- REVENUES	\$591,739.05	\$456,641.21	\$420,531.22	\$518,987.82

Rentals/Services = Power/Pull Cart-Club Rentals-Repairs						Driving Range Actual	\$55,429.92
						Rentals/Services Actual	\$94,591.79
						Concessions Actual	\$153,830.26
						Merchandise	\$150,468.70
						Tournaments	\$2,585.05
						Gift Cards	\$23,207.44
						Full YTD Total	\$1,026,664.20

***Red Numbers are to show where we would be comparing last year's contractual obligation with this year's revenue.**

MINT VALLEY GOLF COURSE PLAY & REVENUE REPORT NOVEMBER 2019										
PLAYS	2019	2018	2017	2016		REVENUES	2019	2018	2017	2016
18 Hole	590	256	92	98		18 Hole	\$9,932.00	\$3,490.36	\$1,385.50	\$1,736.09
9 Hole	318	223	84	171		9 Hole	\$3,578.00	\$2,665.26	\$1,047.00	\$2,262.50
Par 3	48	12	5	26		Par 3	\$294.00	\$84.00	\$35.00	\$182.00
Pass Play	757	519	515	605		Pass Sales	\$3,430.00	\$14.00	\$300.00	\$345.00
						Miscellaneous	\$2,000.00	\$0.00	\$0.00	\$0.00
						Trail Fees/Cart Storage		\$0.00	\$179.00	\$225.00
						Driving Range 50% *	\$1,077.00	\$890.91	\$451.71	\$632.19
						Power Carts 15% *	\$487.59	\$404.00	\$83.41	\$126.87
						Concessions 5% *	\$226.39	\$39.58	\$56.64	\$44.78
Monthly Totals	1,713	1,010	696	900		Monthly Totals *	\$21,024.98	\$7,588.11	\$3,538.26	\$5,554.42

Rentals/Services = Power/Pull Cart-Club Rentals-Repairs *Red Numbers are to show where we would be comparing last year's contractual obligation with this year's revenue.	Driving Range Actual	\$2,154.08
	Rentals/Services Actual	\$3,339.46
	Concessions Actual	\$4,527.76
	Merchandise	\$4,921.67
	Tournaments/Lessons	\$486.80
	Gift Cards	\$317.00
	Full Monthly Total	\$34,980.77

YEAR TO DATE COMPARISONS										
	2019	2018	2017	2016			2019	2018	2017	2016
18 HOLE ROUNDS	17,379	9,232	8,173	9,325		PLAY REVENUES	\$377,769.51	\$259,798.12	\$227,604.45	\$288,128.52
9 HOLE ROUNDS	6,365	7,744	7,858	9,430		PAR 3 REVENUES	\$9,688.00	\$7,535.00	\$6,709.00	\$8,903.30
SEASON PASS PLAY	10,760	8,340	7,943	10,702		Driving Range 50% *	\$24,956.23	\$36,859.89	\$32,628.57	\$45,838.12
PAR 3 ROUNDS	1,527	1,691	965	1,382		Power Carts 15% *	\$14,855.02	\$14,094.51	\$12,031.13	\$12,455.45
						SEASON PASSES	\$124,566.24	\$104,992.00	\$108,184.50	\$131,996.00
						TRAIL & CART FEES	\$27,074.99	\$27,041.50	\$26,746.75	\$27,992.50
						Concessions 5% *	\$4,322.51	\$3,170.48	\$2,788.25	\$3,673.93
Y-T-D PLAYS	36,031	27,007	24,939	30,839		Y-T-D- REVENUES	\$583,232.51	\$453,491.50	\$416,692.65	\$518,987.81

Rentals/Services = Power/Pull Cart-Club Rentals-Repairs *Red Numbers are to show where we would be comparing last year's contractual obligation with this year's revenue.	Driving Range Actual	\$54,057.07
	Rentals/Services Actual	\$93,060.76
	Concessions Actual	\$150,853.94
	Merchandise	\$144,990.59
	Tournaments	\$2,538.80
	Gift Cards	\$20,030.94
	Full YTD Total	\$1,004,630.84

MINT VALLEY GOLF COURSE PLAY & REVENUE REPORT OCTOBER 2019										
PLAYS	2019	2018	2017	2016		REVENUES	2019	2018	2017	2016
18 Hole	945	523	527	309		18 Hole	\$16,730.15	\$7,253.46	\$7,461.67	\$5,318.51
9 Hole	557	642	444	238		9 Hole	\$5,992.00	\$7,642.00	\$5,333.50	\$2,887.27
Par 3	67	35	36	37		Par 3	\$448.00	\$245.00	\$252.00	\$259.00
Pass Play	916	713	786	482		Pass Sales	\$4,730.00	\$3,860.00	\$4,520.00	\$3,517.00
						Miscellaneous	\$0.00	\$0.00	\$0.00	
						Trail Fees/Cart Storage	\$0.00	\$781.00	\$30.00	\$0.00
						Driving Range 50% *	\$1,452.59	\$2,332.97	\$1,877.63	\$2,591.21
						Power Carts 15% *	\$807.55	\$929.73	\$759.28	\$494.58
						Concessions 5% *	\$431.79	\$175.13	\$211.58	\$142.23
Monthly Totals	2,485	1,913	1,793	1,066		Monthly Totals *	\$30,592.08	\$23,219.29	\$20,445.65	\$15,209.79

Rentals/Services = Power/Pull Cart-Club Rentals-Repairs	Driving Range Actual	\$2,905.18
	Rentals/Services Actual	\$5,419.64
	Concessions Actual	\$8,635.76
	Merchandise	\$7,725.84
	Tournaments	\$1,265.00
	Gift Cards	\$2,926.00
	Full Monthly Total	\$56,777.57

*Red Numbers are to show where we would be comparing last year's contractual obligation with this year's revenue.

YEAR TO DATE COMPARISONS										
	2019	2018	2017	2016			2019	2018	2017	2016
18 HOLE ROUNDS	16,471	8,976	8,081	9,227		PLAY REVENUES	\$364,259.51	\$253,642.50	\$225,171.95	\$284,129.93
9 HOLE ROUNDS	6,047	7,521	7,774	9,259		PAR 3 REVENUES	\$9,394.00	\$7,451.00	\$6,674.00	\$8,721.30
SEASON PASS PLAY	10,003	7,821	7,428	10,097		Driving Range 50% *	\$23,879.23	\$35,968.98	\$32,176.87	\$45,205.93
PAR 3 ROUNDS	1,479	1,679	960	1,356		Power Carts 15% *	\$14,367.44	\$13,690.50	\$11,947.72	\$12,328.58
						SEASON PASSES	\$124,566.24	\$104,978.00	\$107,884.50	\$131,651.00
						TRAIL & CART FEES	\$27,074.99	\$27,041.50	\$26,567.75	\$27,767.50
						Concessions 5% *	\$4,096.13	\$3,130.90	\$2,731.61	\$3,629.15
Y-T-D PLAYS	34,000	25,997	24,243	29,939		Y-T-D- REVENUES	\$567,637.53	\$445,903.39	\$413,154.40	\$513,433.39

Rentals/Services = Power/Pull Cart-Club Rentals-Repairs	Driving Range Actual	\$51,902.99
	Rentals/Services Actual	\$85,986.30
	Concessions Actual	\$146,326.18
	Merchandise	\$140,068.92
	Tournaments	\$2,052.00
	Gift Cards	\$19,713.94
	Full YTD Total	\$971,345.07

*Red Numbers are to show where we would be comparing last year's contractual obligation with this year's revenue.



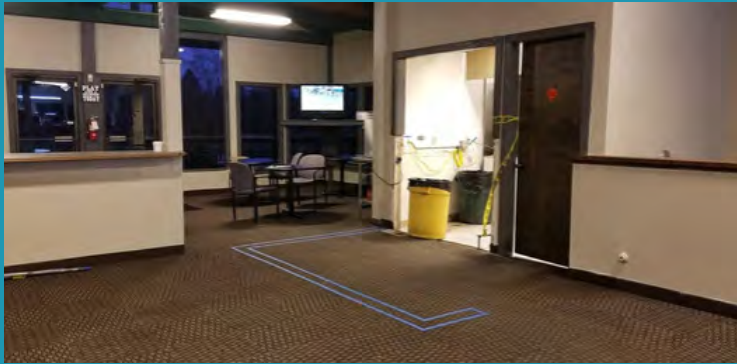
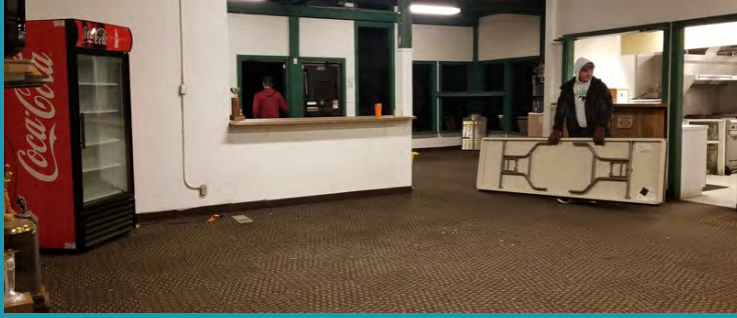
"Golfers are the most important visitor on our course. They are not dependent on us, we are dependent on them. They are not an interruption of our work, they are the purpose of it. Providing quality products and great customer service will create lifelong course loyalty and we strive to be the best in our area. Golfers have a choice on where to play and we want them to pick Mint Valley."

Golf Maintenance and Pro Shop Operations **2019 Management Transition**

From Contract to Municipal Administration



From an empty Pro Shop on January 1, 2019



To a fully stocked and functioning Pro Shop and Restaurant



Upgraded Range:
New mats and
dividers provide a
better customer
experience.



PRO SHOP ACCOMPLISHMENTS

- January 1, Accepted Management of the Entire Course
- Received New Fleet of 50 Carts
- Initiated a Partnership as a Titleist Course
- Fully Stocked a Wide Variety of Pro Shop Merchandise
- Enhanced Driving Range Facility and Equipment
- Constructed Indoor Teaching and Fitting Facility
- Introduced The First Tee Partnership - Course & School District
- Increased Brand Awareness and Social Media Presence
- Transitioned to Cloud Based Point of Sale System
- Renovated and Upgraded Kitchen and Restaurant
- Created a Fully Functioning Club Repair Room
- Hosted a Drive In Movie on the 18th Hole
- Reinstated Moonlight Run and Golf Tournament

PLAY INCREASES

33% Increase in
Rounds
over 2018

2019 Rounds

18 Holes - 17,379
9 Holes - 6,365
Season Pass - 10,760
Par 3 - 1,527

REVENUE INCREASES

\$1M+

Only the 2nd
Time in the
History of the
Course.
Last time
was in 2008.

USE INCREASES



Drive in Movie on 18



144 Youth Participants
Were Involved in Our
Inaugural First Tee Program

MILESTONES @ MINT

GOLF MAINTENANCE

Keeping the Course Up and Rolling



Sanding allows for increased firmness and drainage for year round play in the Northwest.

ACCOMPLISHMENTS



New Greens Roller



Continued Irrigation Repair
on 40+ Year Old System

1. Orchestrated two successful early spring and fall season aeration for improved course health
2. Set up a new wash station for private carts
3. Removed 7 dead trees
4. Upgraded 18th green to electrically controlled sprinkler heads
5. Repaired severely damaged areas of cart paths around clubhouse
6. Maintained disease free greens
7. Fixed broken drainage on #1 green
8. Repaired 6 main line breaks in irrigation
9. Added 20 yards of bunker sand to traps
10. Rolled greens daily during summer months that rolled between 9-10.5 on stimp meter all year
11. Reroofed the driving range building
12. Kept course well maintained all year for golfing public

MINT VALLEY GOLF COURSE

PASS SALES OPTIONS

APRIL 1 - MARCH 31

2020 PASSES

Adult	\$1,399
Adult Couple	\$2,099
Senior	\$1,099
Senior Couple	\$1,650
Junior	\$185

EARLY BIRD PRICE

JANUARY 1 - FEBRUARY 29 (CASH OR CHECK)

Adult	\$1,273
Adult Couple	\$1,895
Senior	\$998
Senior Couple	\$1,496
Junior	\$176

NEW PASS HOLDER

BUY NOW/PLAY NOW

Are you thinking about purchasing a season pass to Mint Valley GC? If this is your first time or you are returning after a break - no need to wait until April 1 to get out there!

HALF DOWN/HALF LATER

50% / 50%

Need to break up your payment? Pay half now and the remainder by June 1. Pay play begins April 1.

POWER CARTS

Annual Cart Lease	\$575
Annual Trail Fee	\$225
Annual Cart Rental (Only 10 Available for 2020)	\$600

MINT VALLEY GOLF



HOW TO JOIN: PURCHASE A \$10 MARCH MADNESS 10 ROUND PUNCH CARD (GREENS FEES NOT INCLUDED)

HOW TO PLAY: PLAY 10 ROUNDS OF 9 OR 18 HOLES BETWEEN JANUARY 1 AND MARCH 13 TO QUALIFY FOR TOURNAMENT ENTRY.

WHEN'S THE PARTY: THOSE THAT QUALIFY FOR THE TOURNAMENT WILL BE INVITED TO AN EXCLUSIVE SELECTION SUNDAY PARTY ON MARCH 15, 4:00PM. FOOD WILL BE PROVIDED AND BRACKETS WILL BE DRAWN RANDOMLY.

HOW DO I WIN: FOLLOW YOUR ASSIGNED TEAM THROUGH THE TOURNAMENT, LAST TEAM STANDING WINS

WHAT DO I WIN: THE TITLEIST COOLER IN THE PRO SHOP

