

Meeting Minutes

New Prague Golf Board

Tuesday December 17, 2013

New Prague Golf Club

The meeting was called to order at the New Prague Golf Club at 6:32pm by Tom Mach, with the following members present: Jenna Tuma, Erica Kallal, Jay Schoenebeck, Curt Guerrette and Shawn Ryan. Board member Johnson was not available.

City Staff – Superintendent Jeff Pint

- Approval of minutes from November 26, 2013 meeting
 - Board Member Guerrette made the motion to approve minutes (M – Guerrette, 2nd – Schoenebeck), motion was carried 6-0
- Approval of claims for payment. Board Member Schoenebeck made motion to approve claims for payment (M – Schoenebeck, 2nd – Guerrette), motion was carried 6-0
- November 2013 financial reports (Income Statement and Balance Sheet). Guerrette made the motion to approve the financial reports (M – Guerrette, 2nd – Tuma), motion carried 6-0
- Membership Transaction Process – Review
 - Membership transactions continue as-is per 2011, 2012 and 2013
 - Email blast 2014 Membership Communication with hours of Golf Shop operation and January 1 early pay reminder (ie mail postmarked prior to January 1)
- Marketing Plan Update
 - Board President Mach provided an update of the marketing plan and discussions during the marketing committee meetings
 - Mach reviewed the marketing draft document in the December Golf Board Packet and the Golf Board provided feedback to the draft document
 - Golf Board requested staff to compile baseline event data and a tactical marketing plan to execute as a part of the marketing plan
- Golf Now Contract Update
 - Board Member Guerrette gave an update from the December 6th meeting with Golf Now and Golf Professional Ruehling
 - Curt's updated the Golf Board with the savings opportunities for the Golf Club (\$1600 annually for the FORE Reservation maintenance fee and the one-time ~ \$2000 server purchase that Golf Now would reimburse the Golf Club). Curt also noted the additional revenue and marketing opportunities that Golf Now would offer the Golf Club. The Golf Club would receive the Golf Now App for 'techies' to book tee times online with their smartphones or tablets and the Golf Club Members would be allowed to book tee times 2-weeks in advance (non-members can book 1-week in advance per our current established process). There are also additional modules (ie Marketing, etc...) that the Golf Club could use to assist in further marketing the operation and these modules are ~ \$350 each. These additional modules in FORE Reservation would be delivered to the Golf Club free of charge upon signing the Golf Now Contract.
 - Curt is our resident expert in networking, etc... on the Golf Board and thought that the overall package offered by Golf Now was an excellent package and noted that the Golf Now responsiveness to his questions was impressive.
 - Ryan made the motion to approve the Golf Now Contract pending City Attorney review and approval (M – Ryan, 2nd – Guerrette), motion carried 6-0
- MN Lawful Gambling LG215 Lease for Chamber of Commerce
 - Guerrette made the motion to host the Chamber Bingo at the New Prague Golf Club (M – Guerrette, 2nd – Kallal), motion carried 6-0
- Motion to adjourn at 8:58pm (M – Schoenebeck, 2nd – Mach), motion carried 6-0

Respectfully Submitted,
Wade Brod
Kurt Ruehling