

Minutes
Golf Management Committee
Wednesday, January 8th, 2020
8:30 AM Parks and Recreation

Attendees: Ally MacDougall, Cody Hasten, Alan Koermer, Lisa Popovich, Katie O'Hara, Ian Landy, Angela Cosby (second half)

1. Public comment:

- N/A

2. Administrative Business

- **Approval of Minutes** – December 11th – APPROVED 4-0.

3. Food & Beverage–

- Not present.
- Not going to be serving lunches to the public during the winter.

4. Superintendent Update – Adam Sando

- Not present.

5. Marketing Subcommittee

- Committee discussed changes that could be made on the website to improve online booking.
 - Katie will include in the first 2 newsletters directions on how to sign-in to pass and punch card profiles so card holders do not make additional profiles.
 - Cody will look at making a video of how to sign up for facebook and newsletter link.
 - Cody will have a print out with directions on the front counter.
- Cody will use Golf Genius for tournaments/event sign ups.
- Cody would like to see a revamp of e-blasts and newspaper ads.
- Haymaker will be switching from Constant Contact to Mail Chimp in order to utilize Club Prophet.
- Committee reviewed Mary Anne Gunn's role with marketing and how her 2 year contract is up and needs to be revisited.
 - Katie will set up a February meeting with Mary Anne and Lisa to discuss upcoming season.

6. Head Golf Professional – Cody Hasten

- Cody is going to the Orlando Merchandising show later this month and starting to set up appointments with vendors. He asked the committee for any feedback on items they would like him to look at.
- Denver Golf Expo – February 7th-9th
 - Working with Chamber for the background
 - Taking down putting game
 - Working with Rollingstone Ranch on a 2 course deal to sell or have coupons for down there.
- Sold 24 season pass pre-sales this winter which is more than last year.

7. Finance – Sue Davies

- Not present.

Meeting Adjourned: 9:42 am

Next Meeting: Wednesday, January 22nd, 2020 @ Parks and Recreation