

Golf Management Committee Meeting Minutes
Wednesday, March 27th, 2024
8:30 AM Haymaker Golf course

Attendees in person: Adam Sando, Katie O'Hara, Lisa Popovich, Cody Hasten, Hayley Powell, Zach Patterson, Emily Hines, Kate Znamenacek

Attendees on teams: Alan Koermer, Nella Poquette

- **Public Comment: N/A**
- **Administrative Business**
 - APPROVED-4-0
 - April 27th meeting is canceled due to spring break schedules
- **Food & Beverage**
 - Restaurant has finished sleigh ride dinners for the season
 - F&B reviewing focus group results and preparing menus for the summer
- **Marketing Discussion**
 - Brand Guide
 - Consistently distribute photos and information in shared folder
 - Marketing will consistently check shared folder
 - Consistently send marketing tournament results
 - Include Emily & Kate on marketing materials sent to MaryAnn
- Legally required to have all websites, social media etc. ADA compliant
 - Provide additional ways for individuals to receive information or access documents
 - Social Media
 - Create content calendar for the season to schedule certain social media posts
 - Katie to continue to run Haymaker's Instagram
 - Share Instagram admin rights to City's marketing team
- **Superintendent Update- Adam Sando**
 - New full-time employee at Haymaker
 - Jim Czech will now be a full time employee splitting his year between Howelsen and Haymaker
 - Have hired 18 employees for the season
 - New central computer for our irrigation system to be installed this year
 - Finishing up maintenance projects
 - Drainage on the back of #4
 - Streamline the pump station
 - Lots of tee overseeding to happen this year
 - Pilot holes to gage status of vole damage
- **Golf Pro- Cody Hasten**
 - Nordic center's season will finish this weekend
 - Will begin seasonal onboarding and processing golf shop inventory next week

- Junior camp registration opens April 1st
- Installed new simulator screen
- Will be running mud-season specials for the simulator
- **Recreation Manager- Alexis Wolf**
 - Placer AI
 - Location Intelligence & Foot Traffic Data Software
 - Analytics platform
 - Access to 7 years of data once subscribed
 - Includes data on how many people participate in certain activities, where they came from etc.
 - Parks & Rec department to begin using Placer AI
 - No update on GMC interviews
- **Chairman's Update - Katie O'Hara**
 - Will include City's marketing team on marketing subcommittee meetings
- **Finance- Nella Poquette**
 - City is hiring Saalex Tax Technician position

Meeting Adjourned: 10:00am

Next Meeting: April 10th, 8:30am @ Parks & Recreation