

**Southern Hills Golf Course Advisory Board**

Minutes of Meeting March 11, 2024

6:00 – 8:30 p.m. Golf Course Clubhouse

In Attendance: Golf Course Superintendent Jason Happe, Director of Golf Operations Jill Loe, committee members Gail Sprentall (Chairperson), Colette Miller, Don Olstad, Kathy Vollmer, Greg Beery, Guest Holly Durkin

**Minutes of previous meeting** – Minutes from Nov 2023 meeting have been distributed and approved with no changes.

**Golf Course Advisory Board discussion of role** – At the Nov 2023 meeting it was noted that the mission statement and role of the committee was not included on the web site of the City of Hot Springs and only the most recent minutes of meetings were available for reading. Other enterprise funds appear to have more visibility. The committee feels that it seems prudent to define the role of the SHGC Advisory Board and make course management information readily available to the public. Increased visibility and availability of information provides the foundation for better understanding between golf course users and golf course management. The SHGC mission statement includes: 1) Promote the game of golf. 2) Course condition. 3) Friendly treatment of users by course staff.

**Committee approval to formally adopt the Roles and Responsibilities as provided by City of Hot Springs.** The SHGC Advisory Board wishes to enter into an agreement with the City of Hot Springs to define the roles and responsibilities of the committee and lead staff to facilitate communication and fulfill the mission statement of SHGC. That document is included as an attachment to these minutes.

In order to pursue these goals, the committee suggests:

\*\*Understanding who is to be the City of Hot Springs staff lead.

\*\*An understanding that Advisory Board members are to serve as a liaison between golfers and golf course managers.

\*\*Defining the “target market” of SHGC and its ever-changing nature. In order to move forward to attract more golfers and generate increased revenue, strive toward offering a complete golf experience and utilize updated marketing strategies. This includes implementation of relevant policies and prioritizing the 10-year-old master plan.

\*\*Allow golf course managers to utilize updated electronic marketing techniques to capture the “new school” golfers and retain the loyal “old school” golfers.

**Clubhouse Rock Wall Reconstruction** – The committee is concerned about the progress and completion time of the clubhouse wall repairs.

**Contract for Stone Tee Ads** – Contracts for stone tee ads have been revised to: 1-year contract for two stone tees for \$1,000.00. One tee to be placed on the front nine and one tee to be placed on the back nine.

**Review of Cart Policy** – As a result of damage to rental carts in previous years, the committee made suggestions for implementation of signed damage agreements by rental cart users. Jill will design the waiver information and have it available for use immediately.

**Guest presentation by Holly Durkin** – Holly wishes to approach the City of Hot Springs to operate food and alcohol sales at the clubhouse as a concessionaire. She presented suggestions for the importance of food availability to the golf experience and its relevance to marketing the “golf experience” to generate increased play and revenue to SHGC. The committee will support her in her approach to the city for providing that service.