

## ENTERPRISE COMMITTEE MEETING NOTES

Monday, October 24th, 2022; 3:30 PM

Depot Boardroom

In Attendance: Commissioner Dawn Morgan, Commissioner Aaron Hill, Dave Leker, Carolyn Boutain, Broc Lietz, Kevin Boe, Dave Bietz, Jason Spitzner, Kelly Kisell, Chad Pfau, Tori Benders, Katie McCormick, Chris Larson, Matt Cook, Greg McCullough, Luke Evenson, Cindy Boettcher.

Absent: Commissioner Vicki Dawson, Ryan Stalboerger, Brian Arett, Eric Hanson

**Update on Courts Plus Community Fitness:** Kelly Kisell, presenter.

### Membership-

- Price increase letters will be going out soon as they need to give the members a 60-day notice of a price increase which will be a 3.5% increase.
- Year to date they have a net of 94 and the goal was net 10
- Courts Plus will discontinue using the company In-House for social media campaigns and start using Fargo Parks marketing department for this. In-House will be used for ad purchasing and placement.

### Programing:

#### Tennis and Pickleball-

- Tennis and Pickleball are now being run by Nate Young since Jason Thiner has left Courts Plus.
- Court 5 has been relined for Pickleball and that added two additional courts for a total of six courts now.
- Increased the capacity of the Sunday pickleball league from 32 to 48
- Senior games were held at Courts Plus
- Red River Tennis Open had record numbers and keeps growing
- Partnering with the FM Pickleball Club
- Hired two Pickleball coordinators

#### Group Exercise-

- Classes keep going up the last two years with 19% of all check-ins attending classes

#### Youth Programs

- Revenue has doubled
- Added a coordinator to the program
- Rave reviews received from the survey sent out
- Offering an after-school program now

#### Rentals

- Rentals are down this year compared to last year
- Basketball academy moved on and they have their own place now

Projects:

Racquetball Lights-

- Two more courts to get done

Hot Tub-

- No leaks and is now working well

Siding-

- East side of building planned to get completed

Ramp next to the track-

- This is indoors. Plan to make the door larger to bring in and out equipment

**Update on Golf Season:** Carolyn Boutain and Golf Staff presenting.

Course Reports:

Edgewood and El Zagal- Greg McCullough

- Late start to the season this year
- El Zagal had the most players this year since 2000
- Kudos to the superintendents for all their work this season

Jason reported

- No major issues throughout the season
- Vandalism at El Zagal this season and about 26 flagsticks stolen or damaged and some damage to greens
- Had a great crew but a little short on staff toward the end of season now
- Will be hiring a new assistant since Lucas Palczewski has left for another position

Commissioner Morgan asked if the vandalism was the same at all courses. This only happened at El Zagal. Originally there was fence around El Zagal but due to FEMA and the dike, that is not allowed any longer.

Rose Creek and Prairiewood- Matt Cook

- 2022 very successful year
- Over 60,000 rounds for the 2<sup>nd</sup> straight year
- Leagues and club activities produce amazing numbers
- Staff was a struggle; retention has been good but getting new applicants has been tough
- Surpass 32,500 rounds at Rose Creek and 27,500 at Prairiewood

Commissioner Hill asked about the average pace of play, and it's been really good, and they shoot for 4.5 hours and 90-95% of the time they beat that. now have 10-minute tee times so the courses are not jammed up.

Commissioner Morgan asked about Prairiewood and being under-utilized, and it is more of a plain course compared to the others. Matt responded that many people really enjoy this course and a very busy course. There are more opportunities moving forward.

Legends at Rose Creek will be closing at the end of this week. Staff will be looking at finding a new vendor.

Eric reported (via Dave Bietz)

- Seasonal staffing was a struggle this year
- Hole 13 under water for about five days
- Rose Creek, between holes 8 and 9, the staff is trying a revitalization project with pollinator planting and prairie grass planting so staff will no longer need to maintain the area,

Osgood- Chris Larson

Total Round Count: 32,391

- 9-Hole Rounds: 26,659
  - 3-Hole Loop Rounds: 5,732
- Green Fee Revenue: \$293,510

Total Cart Rentals: 13,592

Golf Cart Revenue: \$143,304

Fargo Parks Revenue: \$669,857.50

### **League Participation**

Women: Tuesdays PM, 31 Teams of 5 weekly, 23 events

Senior Women: Mondays AM, 12-24 players weekly, 23 events

Men: Wednesdays PM, 24 Teams of 5 weekly, 23 events

Thursdays PM, 14 Teams of 5 weekly, 23 events

Senior Men: Tuesdays AM, 70-100 players weekly, 25 events

### **Group Lesson Programming**

Women's Get Golf Ready - 38 participants

Osgood Signature Junior Golf Program- 89 participants

PGA Junior League- 14 participants

## **Outside Events for 2022 Golf Season**

Roger Maris Golf Tournament  
McNeilus Steel Golf Outing  
Sheyenne Dance Outing  
Concordia 9 Fore IX  
Fargo Parks Employee Golf Outing  
Swanson Health SWAP Golf Outing  
Bulldog Tap Golf Tournament  
Tee it Up for Spencer Golf Outing  
Legacy Plumbing Golf Outing  
Border States Golf Outing  
GRAA Golf Outing  
Hebron Open Golf Scramble  
Barcode Open Golf  
Tournament  
MEB Annual Golf Outing  
Brewtus Brickhouse Golf Tournament  
Noridian Golf Outing  
Rick's Bar Golf Outing  
Aldevron Company Golf Outing

## **Projects completed**

### **Artificial Turf Tee Line**

- Installation completed in June
- Put in use when natural grass conditions are susceptible to excessive damage or wear
- Feedback from patrons was generally positive. Educating customers of the benefits and rationale is extremely helpful.

### **Pro-shop remodel**

Paint/Fixtures/Slatwall  
Front Desk/Countertops  
Trim work  
Office-Desk/Tech/Paint

The remodel is fresh, clean, and modern. The response from customers has been overwhelmingly positive.

## **Additional Services or Amenities for 2022**

New Club Car Electric Golf Cars  
Golf Genius Premium Tournament Software and Live Scoring System  
Golf Shop Genius Sales/Communication/Inventory Platform  
New Sun Mountain Pushcart rental fleet

Ryan Stalboerger Reported: (via Dave Bietz)

- Osgood had a great year with over 32,000 rounds
- We opened on May 4th.
- My team and my assistant Zach Foltz did an amazing job keeping Osgood looking exceptional all season
- It was the first year as I am the Superintendent and Zach Foltz being my 1st assistant and Chris Larson being the Head Pro
- We finished the Driving Range Mats project on June 16th.
- We did a drain tile project on hole #2 this summer and are planning on doing more drain tile projects on hole #4, #7 and the driving range this fall
- Thank you to the Parks Maintenance Dept on their help with covers, aerification and putting in and taking out our river pump this season
- Blowing out our Irrigation on October 24th-26th due to the Faults construction on hole #6. Normally we would have blown out on Oct 10th-12th.
- The Faults project started on September 26th on Hole #6. And the second phase of the Faults project starts on October 17th on hole #8
- We closed on October 16

Construction Projects-

Osgood-

- The Osgood slope stability project is about halfway completed. They have finished hole 6 and started on hole 8 and should wrap up in the next couple of weeks.
- In 2023 at Osgood is an irrigation update. The current system is no longer being supported. They will have new decoders on each head.

Rose Creek-

- At Rose Creek the tunnel lid where the carts are stored was going to be refreshed, but there was an issue with the contractor losing all his help so this will be pushed until next year.
- There is an HVAC project going on to convert all the roof top units over to natural gas. This should be wrapped up by the third week in November.
- Just started a cart path project on hole 5 which is part of our 2022 concrete project

Edgewood for 2023-

- Driving Range Tee
- Cart path work
- Irrigation replacement planning and permitting to continue.

Season Pass Sales-

- This year we sold 2,008 season passes and last year we sold 2,023 passes

## Summary of Golf Marketing Survey: Tori Benders

- Really good response rate at 10%
- Sent survey to just over 15,000 people
- Increase text subscribers next year
- A lot of positive responses
  - Well-kept courses
  - Very friendly staff
  - Booking tee times online is fantastic
- Opportunities
  - Course over crowding
  - Cost for pass
  - Cart season pass
  - Carts need upgrading

## Updates on Hiring for Open Positions-

- Hiring for the three assistant pros should be posted in November with start dates of 01/01/2024.

## **Update on Concessions:** Chad Pfau, presenter.

### Spring and Summer 2022

- Modified season due to hiring constraints
- Great spring/summer season
- North complex did not open this year
- Hired a younger staff

The ballfields did well even though the North Complex was closed. Total for 2022 was \$69,478.50 and in 2021 the total was \$70,531.50.

With the pools we had to cut back and only have concessions at the Davies pool, and vending machines at the other three pools.

### Top 4 items

Hot Dogs	3,192
Aquafina	3,111
Popcorn	2,162
Sundae Cone	2,810

Going into the end of 2022 and 2023 we just hired a FT concession coordinator with another position open and will now have 3 full-time staff in the concession department. All the 14 and 15 year old's that were hired have stayed on and will hopefully have them for the next 4-5 years through high school.

Concessions has now moved into the Recreation department under Kevin Boe.

Commissioner Morgan asked about healthy snacks at the concessions and we do have some

- Apple sauce
- Uncrustables
- String cheese
- Propel waters
- Our pizza meets the dietary guidelines for the school

There has been supply chain issues and it is not easy getting a lot of these items.

**Update on Lindenwood Campground:** Carolyn Boutain, presenter.

The Campground department has also moved into the Recreation department under Kevin Boe.

Campground

- The gross YTD was 182,000 for 2022

Bike Rentals

- We rented 3,121 bikes in 2022

Kayak Rentals

- There were 300 rented in 2022. Didn't start renting until July 21<sup>st</sup> due to flooding and high flow rates.

For the campground they will be going online 01/01/2023 with the software Explore.

There may be an option for a self-serve option for Kayak and Bike rentals.

With no further questions the meeting was adjourned at 4:40 PM

Notes Submitted by: Cindy Boettcher