

Parks and Recreation Advisory Board Minutes

Monday, January 4, 2021 5:30 PM

Call to Order

Steve called GoTo meeting to order at 5:30 PM. Verbal Roll Call – present: Steve Berseth, Andrea Hogie, John Maynes, Carson Cody, Doug Smith, Jay Larsen, Isaac Schulte; & City Staff Dusty Rodiek, Al Kruse, Greg Redenius, Darren Hoff, Stacy Claussen, & Ronda May. Not present: Erika Saunders & vacancy, & City Mgr Paul Briseno.

Approval of Agenda

Dusty asked to bump up Item 5C to Item #4 on the agenda; yes. Doug asked to add Boys & Girls Club to agenda – 6D. Motion to approve revised agenda by Doug Smith, seconded by John Maynes; motion carried.

Approval of Minutes

Motion to approve minutes by Jay Larsen, seconded by Doug Smith; motion carried.

Staff Highlights – Ronda will send out in email tomorrow.

Dusty focused on final draft of golf fees – Major changes noted: Membership structure – Unlimited Golf & Cart memberships will be sold separately. Regular season unlimited golf rates very similar to 2020. A minor adjustment made to the senior couple rate creating consistency between individual & couples memberships in each rate class.

- *A flat rate cart membership created to establish equitable cart use costs across all membership classes. Formerly, a family was paying \$165 above the golf fees for cart use whereas a senior couple was paying \$345 for cart use. All courses used for cost analysis have gone away from membership w/cart packages.

- *Early bird discount was reduced from 15% to 10 percent. The early bird membership will be offered from February 1 to March 31 pending Council approval.

- *Student & young adult memberships combined with a specific age range. And, a punch card option for cart use was added.

Year-end financial information reviewed while factoring in some outstanding expenses. Golf as an industry had a record year everywhere. The 2020 operational expenses without capital items were approx. \$547,000 with course revenue projected at \$500,000. That deficit is covered with a transfer from Liquor Store revenue. The typical difference has been about \$100-125,000 transferred from Liquor Store. This year's should be \$46-50,000 dollars.

- *John asked if Gary okay with suggested fees? Yes, Dusty engaged him in this conversation throughout the process – Gary did request some reduction to family & couples rates to offset increased cart costs, he appreciated Dusty's efforts.

- *Steve mentioned w/a long season w/good weather, we should be able to meet financial goals. This year had tee times 10 min apart instead of 8 min apart which is standard so probably would've hit the mark.

- *Jay asked about length of early bird discount & what do other courses offer for amenities, fewer or more to compensate for rates? Dusty said we do include in memberships Par 3 course & fairly comparable to other municipal courses. Jay asked how many have Par 3 course? Dusty said Watertown has 27-hole course, Mitchell & Vermillion don't. Jay asked if Gary keeps track of families who play on Par 3 course? Prior to this year no good data on Par 3 course so Dusty asked Gary to keep track at least independently but not sure if kept track of families.

- *Jay asked why families aren't changed incrementally due to numbers in family such as family of 3, then additional fee for each additional member? Dusty said families limited by size with golf w/cart use so entire large families usually don't go out. If more than 2 play, then additional cart rented which helps offset. To this point family memberships have not been abused.

- *Doug noted these increases are more than 10%. Early bird is 20% & regular season is 16%. Dusty – yes, if you calculated w/old structure & comparing. Early bird w/cart & new price +cart averages 21% higher Doug said. Unlimited golf prices are essentially same. The increase is in cart use & reduction of the early bird discount. Formerly, couples memberships w/half cart were supposed to pay for the other half seat. John concerned that 80% of increases are operating golf carts & general question gets asked what happens to fees, looks like 20% increase seems pretty stiff. Doug's concern 21% on early bird average, we're getting up real close to Country Club early bird offerings. After analyzing other courses Dusty said we're substantially lower than CC. The rate increase is based on looking at this from a business standpoint w/equity in our market. Even w/these increases Brookings still most affordable place to play. Doug said we don't have quite as many amenities in our clubhouse as other courses do. Doug said he'll pay what he has to in order to play golf, & if Gary's ok w/fees then Doug is too. Dusty

would like to make course cash flow & use the current liquor store subsidy on capital expenses. Motion to approve rates as Dusty presented by Steve Berseth, seconded by Carson Cody. Doug-no, Isaac – yes, Carson – yes, Steve – yes, John – no. Vote 3-2 in favor & Dusty will reach out to Jay. If no, will revisit this.

Old Business: Reported by Dusty Rodiek unless otherwise noted

- A. Bob Sheldon Field Update: Pressbox arrived & installed, some work needed. Delivery driver hit something so some damage to some panels & broken window. Dusty took photos & visited w/contractor. They're still placing it & repairing panel & window after it's installed on supports. Steve asked about grandstand roof status – electrical inspection first, Dusty believes, then roof on but has meeting tomorrow so will get clarification.
- B. Parks Master Plan: Spoke w/consultants today & before Christmas did focus group meetings of 6 different Zoom meetings w/approx. 30 attendees/groups. Anticipates summary on these, Park Board, & Council tomorrow, & if in sharable format Dusty will share via email. Hopefully by end of week, a draft of public survey will be sent to Dusty, as they're still structuring, but we'll look it over & make any revisions. Hopefully we'll have it out to public by end-of-month w/results to us by end-of-March. Doug asked if by mail? Dusty thinks online but possibly could do hard copy. Doug thinks older folks would like paper instead of online, & he appreciates Board receiving anything so far collected, if possible.
- C. Fee Schedule Review: discussed above.
- D. Mini-Golf: Stacy found gently used system online so about half price of new system cost. Hoping to get in & use yet this winter in Holding Barn & then put out in different parks this summer.

New Business: Reported by Dusty Rodiek unless otherwise noted

- A. Food Pantry Update: Work still continues – Jake, Ass't City Mgr, & 1st District Planning District have an opportunity to gather some State funding but will require an income survey of folks utilizing this service. An independent income survey is scheduled to be done over next 3 months. First Lutheran offered land on their campus so matter of putting together funding – Food Pantry, Council verbal commitment, & with State assistance possibly in next year or so, could happen.
 - B. Native Plant Landscaping/SDSU: Graduate SDSU student, who also sits on Sustainability Committee – having conversations on using native plants in landscaping & pollinators. Could possibly have some funding from their program & some manpower. John asked if any areas identified? Not yet but have mtg scheduled for next week about more specific locations.
 - C. Online Reservations: Looking at going to online reservations for shelters & camping reservations as most campgrounds have online reservation system. We think we can do this through our current software & hopefully same w/picnic shelter reservations. Only change is that we've offered half-day shelter rental but w/current software we can't without spending more \$ so will only be full day rentals. People can still call in to reserve. Doug wondered if we're doing different golf program? No, short course is a visual thing for Gary. The software won't necessarily better track. Dusty reported we had 1380 golfers on short course.
 - D. Boys & Girls Club: Doug thought Teen Center underutilized so maybe collaborate w/them for open gym w/a fee to play? They're not open on weekends & holidays. Doug's going to get a hold of a gal there & point in our direction. Mini golf there at some point in the summer?
- Dusty reminded that disc golf league happening in Holding Barn on Wed nights, 5:30 PM, enter through Blue Rink.

Upcoming Programs & Events:

- A. 2021 Meeting Dates: Feb 1, Mar 1, Apr 5, May 3, June 7, Aug 2, Sept 13, Oct 4, Nov 1, and Dec 6

Adjournment:

Motion to adjourn at 6:26 PM by John Maynes, seconded by Doug Smith; motion carried.

Submitted,

Ronda A May

Ronda A May, Park & Rec Office Manager