



GOLF ADVISORY BOARD MINUTES
Tuesday, August 13, 2019 ~ 8:00 am
Waterview Golf Club
9509 Waterview Parkway, Rowlett TX 75089

PRESENT: Larry Glick, George Harris, Becky Sebastian, Barbara Holst, Jeff Feyerherm, Brad Marshall, Brent Dorenbecker, Jerry Daniels, Michael Daffin, Jonathan Andron

ABSENT:

VISITORS: Sandy Queen, Brownie Sherrill, Martha Brown

STAFF: Shelly Monroe, Parks and Recreation Sr. Administrative Assistant; Angela Smith, Director of Parks and Recreation; Trey Ganious, Waterview Assistant General Manager; Andy Bailey, Waterview Superintendent; Aaron Cleaver, Parks and Recreation Business Manager; King Simons, American Golf Regional Manager

1. Brent Dorenbecker, Chair, called the meeting to order at 8:00am.
2. Quorum present.
3. Consider action to approve July 9, 2019 minutes.
 - A. Jerry Daniels made a motion to approve the minutes as written.
 - B. Larry Glick seconded the motion.
 - C. Approved 5 - 0.
4. Update on the current renovation projects.
 - A. Andy Bailey provided an update on the Waterview staff's tasks such as sprigging the greens, mowing, weed control, as well as and their upcoming plans. He commented they are 80% done with their specific tasks.
 - B. Sandy Queen provided an updated timeline such as #18 green was rebuilt, fumigated and sprigging will begin in about a week. A bunker meeting with held with Todd Clark and the contractor last week in which all the different points about the work were expressed. Decisions made about these specific points were noted. The installation of the wall on #8 green should be completed by tomorrow but there is still some work to be done. The wall elevation is the same as the previous wall. There will need to be some restoration caused by all the construction. Sod was delivered last Thursday afternoon and was on the ground for about 4 days which isn't good due to the hot temperatures but A. Bailey will need to pay close attention to the sod to try getting it to a good condition. There is insurance on the sod.
 - C. Brad Marshall inquired about the irrigation issues. Angela Smith connected A. Bailey with a city staff person to assist with the water issues. Andy Bailey reports the issues are pretty much resolved. In addition, B. Marshall voiced concern of fish kill situation with the water so low which can be a cleaning issue and asked if the lake can be filled up at least enough to the fountain sprinklers to circulate the air. Larry Glick asked about the repairs to the cart paths.

King Simmons responded he is coordinating with Dan Cortese so he will have more information soon. In addition, Angela Smith said she met with D. Cortese last week and is expecting an email about the timeline of what American Golf will be soon doing. Once A. Smith receives this information she will share it with the board. Brent Dorenbecker commented it seems like more details would be available with the project being completed 6 weeks away. Angela Smith says American Golf is following the facility assessment.

5. Discuss Grand Re-opening.

- A. Angela Smith stated there will be a soft opening 6 to 8 weeks from the last sprig there which will fall about October 1, 2019. It's possible a Grand Re-opening will be held mid-October, but there is no information from American Golf on their plans for the reopening yet. City of Rowlett is waiting on American Golf's plans then the city can look at how to help with this event. Matt Grubisich asked how American Golf is going to market the grand reopening and this course, especially the first year. Brent Dorenbecker expressed concern that marketing for the grand opening after construction is complete leaves little time for anything to be planned. Brad Marshall shared that mid-October the grass will start going dormant so question and likely not the best time for a grand reopening, therefore waiting until Spring may be a better idea. Angela Smith explained the reopening is an American Golf operation and the course is the city's asset. King Simon's explained how soft openings versus full opening affect the golf course. Becky Sebastian asked if there is anything this board would like to start thinking about in preparation of a further discussion for the grand opening. Angela Smith reminded members there is no budget for this board. Matt Grubisich likes Brad's idea about waiting until Spring for the grand opening and reiterated that once A. Smith receives more information about American Golf's plan this will be given to this board. Angela Smith mentioned there could possibly be a special meeting if it is needed. Sandy Queen added that American Golf will need to develop a grass roots plan to market this course.
- B. Trey Ganius asked members what some of their ideas are for a grand re-opening. Some ideas shared to get the "buzz" out besides internet is 1) Invite Avid Golfer and have them take photos along with an article going in their magazine; 2) Dallas Morning News be invited because they put out a big article in the paper in the Spring; 3) Invite different golf associations. Matt Grubisich stated there is a disconnect between American Golf's marketing arm and with Waterview Golf Course and would like to see American Golf improve the marketing of this course. The PGA member's magazine has marketing ideas and talks about grand openings.

6. Discuss signage on the course.

Brent Dorenbecker reminded members the discussion of signage came up due to the lack of consistent information throughout the course. Some research has been done but there is conflicting information as to what can be done to refurbish the signs. Brent Dorenbecker mentioned it is hard to fit sponsorships on the signs. The two new signs Dru Bolen purchased were about \$750 dollars each. Matt Grubisich asked if the Parks and Recreation Department can be of assistance. Angela Smith asked B. Dorenbecker to send her the research information and then she will see about assisting.

7. Update from City Council liaison, Matt Grubisich.

Matt Grubisich shared there is a special budget meeting this evening. This is the first budget workshop for fiscal year 2020. He encouraged members to attend and golf funding will be one of the topics.

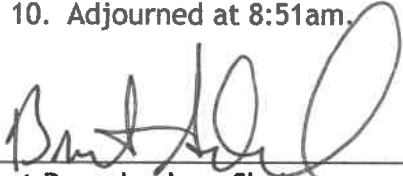
8. Public Announcements. Members of the Board or Commission and/or staff may make announcements of local civic events. No member of the board or commission may discuss nor take any action with regard to the announcements.

Angela Smith stated the Summer Concert Series is happening each Friday this month and encouraged members to check out the new mobile stage.

9. Members of the Board or Commission may request topics for future agenda meetings. No member of the board or commission may discuss any of the requested subjects until such matter has been properly placed on a posted agenda.

No topics requested.

10. Adjourned at 8:51am.



Brent Dorenbecker, Chairman



Angela Smith, Director Parks and Recreation