

Adopted Minutes
Special Meeting of the Spanish Fork City Council
Thursday, September 21, 2006

Meeting convened at 7:00 PM

Elected Officials Present: Mayor Joe L Thomas, Councilmembers Steven L. Leifson, Seth Sorensen, Chris C. Wadsworth, G. Wayne Andersen, Matt D. Barber.

Staff Members Present: David Oyler, City Manager; Dale Robinson Recreation Director; Roy Christensen, Golf Pro; Kent Clark, Finance Director; Seth Perrins, Assistant City Manager.

Citizens: Rob Harris and Chris Briscoe from Resort Golf Management consulting firm. Mr. and Mrs. Stoddard, residents near the golf course area. Scott Baird, Griffen Hill Consulting. Mr. Baird is acting as Moderator.

Work Session: Golf Course Vision Discussion.

Mr. Oyler introduced Scott Baird of Griffen Hill Consulting. Mr. Baird will be acting as moderator for the discussion. Mr. Baird explained the outline for the discussion about the golf course. Mr. Baird asked for each person to list three (3) things they like about the golf course and three (3) things they do not like about the golf course. Mr. Baird went around the room asking the staff first and then the Council and Mayor.

Roy Christensen likes customer service, current personnel, the direction the course is currently going. Roy does not like the current politics against the golf course and the fact that some of the public does not see the golf course as a quality of life service to the residents.

Dale Robinson likes the dedicated staff, the well maintained course, and the better marketing effort over the last. He dislikes the few loud negative comments and the fact there are too many golf courses in the Utah County market.

Seth Perrins likes the beautiful course. He dislikes the fact the course is not breaking even and there are too many empty slots in the tee times. He also thinks hole number 16 is too hard.

Chris and Rob made comments about the marketing of golf courses. They agreed there are more course now and that makes it more of a challenge to win golfers to use your course. They also stated they believed that baby boomers are now getting older and their kids are grown. They believe these baby boomer have now more time on their hands and will start to golf more.

Dave Oyler likes the recreational opportunity at a reasonable fee. He also likes the fact there have not been a lot of complaints about the golf course. He dislikes the lack of vision when it comes to the issue of profitability and service to the community.

Kent Clark likes the fact there is no debt owing on the course. He likes how beautiful the course

is kept. He also likes that the prices to golf are low enough to allow the public to enjoy the course. He dislikes the fact the current operation does not break even. He dislikes the wind.

Mr. & Mrs. Stoddard likes living by the golf course. They want the golf course to succeed but have concerns about the safety of those around the golf course. Both those who live there and those that travel by there.

Matt Barber likes the fact the course is owned by the city and there is no debt owing. He likes the look and location of the course. He also likes the quality of food there now. He dislikes the lack of energy to improve the customer service. He dislikes the lack of energy to improve or change the marketing effort. He also dislikes the appearance that politics are motivating the change at the golf course.

Seth Sorenson likes the nice way the course has been maintained. He likes the cost of the round of golf. He like the customer service he has had and seen at the golf course. He doesn't like the changes done to the current pass holders options. He disagrees with the suggestion of getting more corporate tournaments. He doesn't like the fact that changes suggested in prior years were not supported and therefore not implemented.

Steve Leifson likes the beautiful course. He like the customer service he has seen and experienced. He also likes the good maintenance of the course. He does not like the wind, the lack of family-oriented events at the course and the fact the course operation doesn't break even anymore.

G. Wayne Anderson likes the location of the course. He likes the care and maintenance of the course. He dislikes the location and the wind. He dislikes the fact there has been too much time in this issue. He does not agree with the Return on Investment (ROI) philosophy. He like the thought of Service on Investment (SOI).

Chris Wadsworth likes the better customer service. He likes the better use of signs. He likes the location of the golf course. He dislikes the operating losses. He does not like the lack of marketing being done. He dislikes the nonprofit ability snack bar. He dislikes how long it has taken to finally address this issue of the golf course.

Joe Thomas like the beautiful location. He likes the image of the city having a golf course. He doesn't like hearing complaints about the course. He doesn't like losing money and the empty tee times. He doesn't like to hear the many excuses as to why the course is the way it is today. He doesn't like the lack of creativity. He thinks there are better solutions.

Mr. Baird asked the golf consultants (Rob and Chris) for their opinion about golf in Utah County and at the Spanish Fork course. Rob said he likes the course. He said the maintenance people do a good job with the wind. He thinks the course could use some help with customer service. He suggested looking to corporate outings/tournaments to use up some of the lost tee times. Chris says the course is a very playable course and has a good atmosphere. He didn't like the fact that Roy didn't have a plan or vision for the course.

Mr Baird then summarized what everyone had commented on. He said he could hear the following items: 1) everyone liked the course. 2) the course is a good product. 3) not looking necessarily for profitability but looking for responsibility. The city needs to establish a set of standards to accomplish this.

Mayor Thomas asked: "What our plan is?" He stated we need to give Roy a target and give him the help to reach it.

Mr Baird said he sees the vision of the golf course in NOT to be an elitist or country club course. The course is a municipal course, owned by citizens of the community. Mr. Baird explained the course needs more utilization or use. The word "utility" was discussed.

Mr. Baird worked through the 5 key things in all organizations to have success:

1. SEP: Strategic Excellence Position. (What you do better than others). (46%)
2. People: Experience, skill and talents. (13.5%)
3. Functional Organization: Maintenance work, processes. (13.5%)
4. ICE: Information, Education and Communication. (6.5%)
5. ExA&A: External, Adaptation, Association. (6.5%)

Mr. Baird said the city does have an SEP. The city does have an excellent product. Now the city needs to take the product and develop a vision. Part of the vision would be the fiscal responsibility. Another part of the fiscal responsibility is to maximize the stewardship of the asset (golf course.) The vision will be made up of the following items:

1. Focus on unity for the community.
2. Ownership of the asset. Community and employees.
3. Utility or increased use.

An Action Team was selected to work on the vision, stewardship, unity, ownership and utility of the golf course. The committee is made up of the following: Joe Thomas, Matt Barber, Roy Christensen, and Steve Leifson. This committee is to meet and discuss suggestions. Recommendations will be submitted to the City Council for approval.

No motions or actions were made.

Meeting was adjourned at 9:15 PM

APPROVED: October 17, 2006

Kent Clark, Finance Director/Recorder