

MINUTES
GOLF ADVISORY COMMITTEE
December 12, 2011

Participants: Gwen Ballard, Carol Pucak, Jim Kosglow, Tom and Nancy Vail, Steve Coley

The committee discussed the fee schedule for the 2012 golf season, and recommends retaining the fee schedule that was in effect for 2011 – with “early season” rates and Mid-Season rates – with a few alterations as shown a chart to be provided by Tom and Nancy. Tom and Nancy recommend changing the “Junior” designation from “under 13” to “under 14”, to correspond to the usual age of middle-school kids.

Other suggestions, designed to increase revenues generated by the golf course, included the following:

1. Allow discounts for foursomes.
2. Allow discounts for groups. (Carol suggested the “100 Club”, which she will contact to check on the group’s interest.)
3. Allow members of specified non-profit groups to designate a defined amount of each round’s fee to be donated back to the group by the Ranch. (Steve will check with the Roaring Fork Conservancy and Trout Unlimited to gauge interest.)
4. Allow discounted punch passes to members of the Blue Lake Homeowners association: if purchased before the end of March, the price will be equivalent to the “early season” punch passes available to Ranch residents for their guests – that is, the early-season “senior” rate. (Steve will check with the manager of the Blue Lake association.) The Committee envisions the Blue Lake discounts as a “test”, with the program potentially expanded to other local homeowners associations after the 2012 season if it is successful.
5. Allow public players to play a second round for an additional \$10, followed by unlimited play after the second round for an additional \$5.
6. Invite a local celebrity to generate an article touting the Ranch golf course, perhaps ghost-writing the article for that person.
7. Consider the possibility of including “coupons” on the back of City Market receipts; Carol will check with City Market as to how this would work.
8. Include an item in the December Wrangler advertising the purchase of punch passes at early-season rates as “stocking stuffers”.
9. Try to generate interest of local businesses in planning golf outings for slow times.
10. Provide golf lessons – either men’s, women’s, or co-ed.
11. Generate emails to members and to the golf email list that OSF has tried to build, advertising opening day and occasional specials.
12. Strategic placement of coupons that can be tracked so we can determine the worth of various advertising methods.

The Committee discussed inserting a section into the Wrangler each month, or as often as possible, to explain golf-course issues that are of general interest. Gwen will draft an item for the January Wrangler.

The Committee will meet again on January 19, 2012.