

**MINUTES OF TOWN COUNCIL WORKSESSION
TOWN OF SNOWFLAKE
HELD 2017/10/10**

1. CALL TO ORDER/ROLL CALL at 6:04 PM

Present: Mayor Johnson, Byron Lewis came at 6:28, Cory Johnson, Kerry Ballard, Hunter Lewis, Terril Kay; Staff: Brian Richards, Bob Hall, Terry Cooper, Katie Melser; Community: Larry Brewer, Tom Black, Glynn Gordon

2. DISCUSSION ITEMS

A. Golf Course

Terry Cooper: initial costs will be \$8k-\$10k

- a cooler that fits under a counter top
- a sink for doing dishes per the health department
- cart coolers
- extra door in the pro shop
- all beverage sales done in the back office area (converted) including soda, Gatorade, water
- do this with existing personnel
- men's club likes the idea of placing water bottles in the cart; they also purchased garbage cans so there will be more throughout the course
- hope to be ready and running by springtime
- Kerry feel better about it if it was just beer
 - we have more control by having the license because customers can't bring their own
 - we are required to cut them off if it becomes obvious that they are abusing
- good to see advertisement in the newspaper
 - main thing to get across is that there is winter golf here available
 - our course is in very good condition
 - the paper has encouraged the men's club to continue to submit articles, which they plan on doing

- Byron and Brian are meeting with the website and social media; need to get marketing and advertising going, but it is being worked on, including tee times online
- word of mouth is working to get play up at the course because the conditions are better and they like the course design
- revenues are up 27% for the first quarter
- still a lot of challenges; maintenance and costs every day; it will never be where the town isn't subsidizing it
- Brian wants the committee to be looking at whether or not we really want to keep 27 holes; what is the strategic plan for the future;
- figure out an appropriate time frame for the new equipment and revenue sources to work on the course and close the gap for a target subsidy
 - it would depend on the 9 holes that would be closed
 - \$200k subsidy would be a big goal to reach in only 5 years
 - how would closing 9 holes affect the subsidy for the course
 - need to break the 5 year time line into yearly time lines where we make shorter goals and re-evaluate each year to make sure we are keeping on track with goals and subsidies
- Terril would like to sell the course and avoid the cost of repairs; we need to keep our options open to narrowing down the course, including closing 9 holes; need to really find the sweet spot to maximize benefits
- men's club would like to see more tournaments and advertise those to maximize exposure
- assignments for the timeline
 - website is priority for 2 months
 - statistics for the course (where from, what course is being golfed)
 - liquor license filed and expedite the process as much as possible
 - advertise for tournaments, how many can we have in 2018
- clubs have done a good job of promoting the course by rating the course; maybe link up with the chamber of commerce

3. ADJOURNMENT- 6:48 PM