

MINUTES
BOONE COUNTY FISCAL COURT
Boone County Administration Building
Fiscal Courtroom (1st Floor)
Burlington, Kentucky
January 12, 2016
5:30 P.M.

ITEM I.

CALL TO ORDER

- A. Judge Gary W. Moore called to order the special caucus meeting of the Boone County Fiscal Court.
- B. Commissioner Charles Kenner presented the Invocation and the Pledge to the Flag.

Present: Gary W. Moore, County Judge/Executive
Cathy Flaig, Commissioner, District 1
Charles E. Kenner, Commissioner, District 2
Charlie Walton, Commissioner, District 3
Bob Neace, County Attorney

Staff: Jeffrey S. Earlywine, County Administrator/Deputy Judge/Executive
Matthew H. Webster, Assistant County Administrator
Ben Reece, Treasurer/Finance Director
Lori Zombek, Director of Human Resources
Les Hill, Sheriff Department
Sharon Burcham, Fiscal Court Clerk
Russ Gardner, Golf Pro
Justin Pack, Assistant Grounds Superintendent
Greg Bulmer, Grounds Superintendent

ITEM II.

SPECIAL CAUCUS MEETING

Judge Moore opened the meeting stating the purpose of the meeting is to discuss the Report from the National Golf Foundation about our golf courses. We have members of our golf management team present along with Fiscal Court members. This will be a discussion as to the findings in the Report.

Jeff Earlywine, County Administrator, stated the NGF Report was presented at the October 20, 2016 Fiscal Court Meeting. NGF was retained by the County to do analysis of our golf operation. Some of the findings were we offer strong value; we are challenged with aging infrastructure; lack of maintenance staff; we have a need for marketing our courses. Our operating and maintenance expenses cannot be reduced further.

Staff Response/Comments: The staff was pleased with the Report. Russ Gardner, Golf Pro, presented ideas that were put in place for the Ridgeview Course. Russ explained the partnership we had with Golf Now, the on-line booking company. Boone County now has on-line booking on our website. Percentages were given from area golf courses of decrease in rounds played while Boone showed an increase for FY2010-2014.

Commissioner Flaig asked a question regarding competition from other local golf courses, Russ Gardner, responded.

Jeff Earlywine explained the last 5 years of expenses; equipment purchased.

Justin Pack, Assistant Grounds Superintendent, gave a review of the High School partnerships with our courses and stated 1,328 colleges offer golf programs. Russ Gardner commented that all five Boone County High Schools have golf teams

Matthew Webster, Assistant County Administrator, presented the findings of customer surveys taken. We received 257 surveys, 114 from Boone Links and 143 from Lassing Pointe. Overall satisfaction out of 10 was 8.2 for Boone Links and 7.4 for Lassing Pointe. Matthew gave statistics from a 2009 Golf Economics report that KY had 281 courses in 2009 showing a total of \$701.1M in revenue averaging \$2.5M impact per golf course.

Jeff Earlywine asked the Staff to comment on challenges faced by weather. Justin Pack stated course conditions change due to weather, turf condition is affected, and temperature above 90° creates a decrease in play. Judge Moore asked if water from the lakes was used. Greg Bulmer responded, water from the lakes is used along with purchasing water. Justin Pack commented 2013 was the hottest year and rainfall has been 8" above normal the last three years. Russ Gardner explained the replacement of water pumps on the courses.

Jeff Earlywine shared the recommendations from NGF and stated the staff is looking for guidance from the Court. Our possible next steps are the budget, identifying a strategic plan and long term goals.

Judge Moore thanked the team for working through this process.

Commissioner Flaig asked a question about the clubhouse at Lassing Pointe, marketing strategy and where area golfers were from. Russ Gardner responded that golfers come from all over, Lassing Pointe is ranked 2nd in the state of Kentucky, having the best turf conditions.

Commissioner Walton asked a question pertaining to statistics of golfers in the population, Russ Gardner responded.

Commissioner Kenner stated the golf courses are an asset to the County, remodel instead of build new?

MINUTES
BOONE COUNTY FISCAL COURT
Boone County Administration Building
Fiscal Courtroom (1st Floor)
Burlington, Kentucky
January 12, 2016
5:30 P.M.

Judge Moore spoke of other options if we don't invest in these assets, having other person/company operate the courses and possibly selling the courses. The NGF Report does not suggest any of that. Jeff Earlywine explained the Report recommendations of third party managing the courses verses the County managing the courses. Commissioner Flaig asked questions to which Russ Gardner responded.

Judge Moore commented on the length of time it takes to play 18 holes, Russ Gardner responded with different scenarios used to spread the golfers throughout the course. Lassing Pointe was specifically designed to be played under 4 hours.

Commissioner Flaig asked the staff what their recommendations were. Justin Pack responded the clubhouse needs enhancements and we also need things out on the course. He gave an example of Blue Ash Golf Course making improvements to the golf course and clubhouse and added marketing to enhance their performance. Russ Gardner stated we have items listed on a priority list that need to be addressed. The retaining wall on #8 at Lassing Pointe is a priority, it is our signature hole. The exterior of the clubhouse at Lassing Pointe needs repair.

Judge Moore stated we are not voting tonight, this is an educational opportunity for us to learn what is needed to be done.

Jessie Wiley shared some ideas for using the clubhouses for other events. She reported that in 2015 \$10,000 was generated from banquets and private events and 2016 has \$9,500 booked as of today. We have beautiful settings to use during the months you cannot golf; in summer we are booked with golf outings. Storage is needed along with enlarging the kitchen at Boone Links. Jeff Earlywine commented the NGF report listed kitchen and restroom upgrades were needed.

Judge Moore asked what the next step would be. Jeff Earlywine commented we need a game plan, a plan of action within the next 30-60 days. Discussion was had regarding the last 5-10 years regarding how close revenue to expenses was with a range of 98¢ to \$1.06 return on every \$1 of expenses, excluding "below-the-line" expenses. The missing link is capital improvements.

ITEM III.

PUBLIC COMMENT

Judge Moore asked if there were any comments from the public. Mr. Bob Cicero asked what the charge was from NGF and made comments on the expense of the courses. Judge Moore thanked him for his comments.

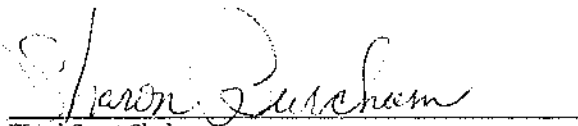
ITEM IV.

ADJOURNMENT

Next Fiscal Court Meeting will be Tuesday, January 19, 2016. Judge Moore declared the meeting adjourned.

CLERK CERTIFICATION

I, Sharon Burcham, having been appointed to the office of Fiscal Court Clerk, do hereby certify that this is a true and accurate record of the actions taken by the Boone County Fiscal Court at the meeting of January 12, 2016.



Fiscal Court Clerk

Date: 20 January 2016