

**City of Moorhead
Park Advisory Board
Meeting Minutes
July 17, 2012
Hjemkomst Center, 202 1st Avenue North**

Pursuant to due call and notice thereof, a regular meeting of the Park Advisory Board was held in the Hjemkomst Center, 202 1st Avenue North, on July 17, 2012, at 4:00 PM.

Roll call of the members was made as follows:

3rd Ward Council Member:	Brenda Elmer	Present
Board Member:	Sharon Ferris	Present
Board Member:	Brad Leeser	Present
Board Member:	Kay Litch	Present
Board Member:	Cassandra Lougheed	Present
Board Member:	Larry Seljevold	Present
Board Member:	Janeen Stenso	Present
1st Ward Council Member:	Nancy Otto	Absent

1. **Call To Order/Roll Call**

2. **Recognitions/Presentations/Introductions**

Minutes: No changes.

4:07 PM

3. **Approve Meeting Minutes**

Motion made to Approve made by Brenda Elmer and seconded by Cassandra Lougheed

Motion to Approve 3. Approve Meeting Minutes

Motion Passed: For: 7; Against: 0; Abstain: 0; Absent: 1

4. **Citizens Addressing the Board**

5. **Agenda Amendments**

Minutes: There are no amendments.

4:07 PM

6. **Grant Received - Blue Cross Blue Shield for Romkey Park Program**

Minutes: This item has already gone through council due to time restrictions so this is for informational purposes only. Heitkamp gave a brief overview of what the program does and how it has operated over the past few years. School district is partnering with the park this year and a food program will be started. The food pantry should be started this fall. The BCBS grant should take parks through 2014. Youthworks was present at Council meeting on July 16 to accept the grant.

4:12 PM

7. **Golf Course Operations Report - EideBailly LLP**

Minutes: Staff and Larry Anderson (Parks) went over the oprep prepared by EideBailly, LLP. Survey was conducted with 18 hole golf courses in ND and MN to do a comparison, to see if

4:18 PM

budget/wages/equipment maintenance, etc. is in line or over. Moorhead is in the average to medium with salaries, recommended changes in the management of food and beverage, etc. The review included 10 years of analysis on the courses. Some things to look at are selling sponsorship on scorecards, holes, etc. Bottom line, if we want to attract people from other courses, we have to have very good courses.

Compared to Fargo, they don't include employee maintenance costs, i.e., insurance, workman's comp, etc. Fargo spends a lot of money on making their courses look really good. We need more revenue, more players. More rounds could be added, but may affect season pass holders.

Wanda Wagner, Finance Director, gave an accounting standpoint regarding paying off the second course in 2021, the competition, the economy, etc.

Some other things to consider are removing the GPS system from carts, bringing the cart price down to be comparable to Village Green.

Selling the golf courses to a private firm should not be considered since there are only 8 years left to pay off. The city will continue to grow, helping to fund the courses in the future.

Ferris wondered how the weather is affecting the courses. Staff suggests that the weather is helping but not a lot better than 2011.

Leeser wondered about refinancing the debt service on the course? Wagner stated it has been refinanced once already, and there are certain factors that need to be in place to refinance again.

Elmer wonders if there is a possibility of combining staffing with the two courses. Heitkamp stated that was explored in 2006, and there are other entities involved besides just the golf pro.

Elmer wonders if there is an opportunity to bring back just a 9-hole course for the slower/new golfers? Heitkamp stated they have again explored that, but it causes more trouble than it is worth.

Advertising needs to be relooked, billboards on the interstate, etc. Purchasing co-op should also be looked at.

Seljevoid thinks the report raises more questions. The youth should be the target audience. Maybe introduce it to them at the parks level. Maybe discount cards could be offered in exchange for advertising. Heitkamp stated our jr golf is at capacity, and we are the only ones that offer "little winkers". There is a lot of youth at the courses. There has been talk about taking some land left at Meadows 5 and making a small 3 hole course specifically for youth.

Leeser

8. [Recommendation - Park Advisory Board Meeting Dates](#)

Minutes: Recommendation is to change meetings from once a month to every other month.. Larry Anderson gave a background on reasoning for the switch of meetings. Lack of agenda items is a big factor. Litch suggested having updates on projects as an agenda item. Leeser suggested a reminder on the day of the meeting so peopler are present. 4:48 PM

Motion made to Approve made by Brad Leeser and seconded by Kay Litch
Motion to Approve 8. Recommendation - Park Advisory Board Meeting Dates

Motion Passed: For: 7; Against: 0; Abstain: 0; Absent: 1

9. [Accept Grant Awards](#)

Minutes: Heitkamp gave an update on recent grants received and current grants being prepared for submittal. 4:54 PM

MB Johnson has new playground equipment. VG 6 is going up. Equipment is at Stonemill Ponds.

Elmer asked about the Greenway Study through Metro COG.

10. Adjourn

Minutes: Meeting adjourned at 4:55. 4:55 PM

*Respectfully submitted by:
Randy Dahlin*