

MINUTES
BEN GEREN PARK BOARD MEETING
January 8, 2007
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 12:00 Noon, January 8, 2007, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present were:

Mr. Eddy Beshears
Mr. Jerry Neel
Mr. Wayne Hancock
Mr. Bud Harper

Absent was:

Mr. Frank Glidewell

Others present were:

Hon. David Hudson, Sebastian County Judge
Mr. Tom Minton, Assistant County Administrator
Mrs. Sue Reed, Sebastian County Comptroller
Mr. Steve Nicholls, P.G.A. Golf Professional
Mr. Bobby Faulkner, Park Maintenance Supervisor
Mrs. Paula Vincent, Administrative Secretary

The meeting was called to order at 12:00 noon by Mr. Eddy Beshears, Chairman.

There being no corrections or additions to the minutes of the Regular Meeting of November 13, 2006, it was moved by Mr. Bud Harper and seconded by Mr. Wayne Hancock that they be approved as submitted. Motion carried unanimously.

The first item on the agenda was the Monthly Financial Reports. A total of \$37,692.06 for the Golf Course and \$2,889.02 for the Front Side was transferred to County Treasurer for November 2006 compared to \$40,823.53 for the Golf Course and \$2,323.67 for the Front Side for November 2005. A total of \$33,307.66 for the Golf Course and \$2,500.03 for the Front Side was transferred to County Treasurer for December 2006 compared to \$37,094.01 for the Golf Course and \$1,068.02 for the Front Side for December 2005.

Total 2006 golf course revenue of \$931,002.48 is the most we have ever made. We were \$19,000 short of operating within golf course revenue for 2006. A 6.5% increase is estimated in 2007 projected revenue over 2006 actual. The Legislature may pass a bill this year to exempt green fees from sales tax. \$36,000 was paid in sales tax on green fees in 2006. Our goal is to run the pro shop effectively and within golfer revenue.

Total rounds are down 6.9% for the year, paid rounds are down 12.6% for the year, annual rounds are up 7.5% for the year, and golf cart rentals are down 9.1% for the year.

The financial reports were accepted as presented.

The Quorum Court earmarked \$150,000 for the pool. Mike Alsup, Fort Smith Parks Director, will be invited to brief the park board on Martin Luther King Park. The park board was given a December 6, 2006, memo to Quorum Court regarding the pool and 2001 information gathered regarding pool options. We have been advised that pool renovation is not a cost effective option.

Mike Young, Golf Course Superintendent, is very conscientious and on top of things. He has come up with a golf course equipment plan. Priorities are two new water carts, two used trucksters, and one new rotary mower. Other capital priorities are replacing the inner workings of the pump and adding a pad for sand storage. Golf cart specifications are complete and bids will open late in January. Nothing was cut from the budget for 2007. We will be evaluating golf course revenue and expenses monthly based on percentages from actual 3-year average.

The next item on the agenda was briefing on Golf Course marketing activities by Mr. Steve Nicholls. The 2007 budget for marketing is \$10,000.

Marketing goals include:

- create repeat customers from existing customer data base
- maximize dollars per round
- develop good relationships with our clientele
- reach new people and expand our market

Media/Marketing sources include:

- | | |
|----------------------|-------------------------|
| • golfer mailings | free clinics |
| • directory listings | Holiday Inn directory |
| • e-mail blasts | South Central directory |
| • burma shave signs | timely articles |
| • Times Record | special events |
| • media days | brochures |
| | special promotions |

The board requested that Mike Young be invited to attend a park board meeting to be introduced to board members.

The only item under old business was discuss fencing/access gate plan for expanded property. Priorities are to identify survey markers, doze property line, define where additional entrances are needed, and develop fencing and signage plan.

The County has two metal buildings available to be moved, one to the Road Department and one to the west side of the pro shop parking lot.

Bids came in at \$156,000 for the concession/multipurpose building at East Sebastian County Park. Budget is \$47,000. Mr. James Reddick has volunteered to redesign the building.

According to Mr. Steve Nicholls, the golf cart sign proposal is ongoing. Several contacts have been made. The proposal is \$500 per month for a sign on 30 carts or \$1,000 per month for a sign on 60 carts.

The only item under new business requiring park board action is approve calendar of Ben Geren Park activities. Mr. Jerry Neel moved, Mr. Wayne Hancock seconded, that annual requests be approved as presented. Motion carried unanimously.

The last items on the agenda were annual reports and revenue receipts which are included in writing in the park board packet. Three annual reports are included in the packet. The remainder will be included as they are received. Vendors will be scheduled one each month until all have met with the board.

The next park board meeting will be held on Monday, February 12, 2007, at 12:00 noon. The meeting was adjourned at 1:10 p.m.

Respectfully submitted,

Paula Vincent, Administrative Secretary