

MINUTES  
BEN GEREN PARK BOARD MEETING  
January 14, 2008  
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 10:00 a.m., January 14, 2008, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present were:

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

Absent were:

Mr. Frank Glidewell  
Mr. Bud Harper

Others present were:

Hon. David Hudson, Sebastian County Judge  
Mr. Tom Minton, Assistant County Administrator  
Mr. Steve Nicholls, P.G.A. Golf Professional  
Mr. Bobby Faulkner, Park Supervisor  
Mrs. Paula Vincent, Administrative Secretary  
Mr. Joe Mundy, 3rd Vice President, Ben Geren Softball Association  
Ms. Mary Crider, Times Record

The meeting was called to order at 10:00 a.m. by Mr. Jerry Neel, Chairman.

There being no corrections or additions to the minutes of the Regular Meeting of November 12, 2007, Mr. Wayne Hancock moved and Mr. Eddy Beshears seconded that they be approved as submitted. Motion carried unanimously.

The first item on the agenda was the Monthly Financial Reports. Two year-end expenditures for the golf course were a rotary mower and marketing study. Most capital items were cut from the 2008 budget. A total of \$28,534.68 for the Golf Course and \$6,504.00 for the Front Side was transferred to County Treasurer for December 2007. It was moved and seconded that the financial reports for December 2007 be approved as submitted. Motion carried unanimously. On the softball field there is a pole that was blown over during a wind storm. It has been reported to the insurance company. Poles at the softball complex have been evaluated and poles at the tennis complex will be evaluated. The board will be kept informed as information becomes available. According to Mr. Joe Mundy, the softball board has made the decision to clear the fields whenever the wind comes up.

The next item on the agenda was briefing on Golf Course marketing activities by Mr. Steve Nicholls. We finished 2007 with two marketing promotions. Our 9 for \$199 made \$2,100 and our Gift of Golf made \$3,550. A holiday letter went out in December offering annual ticket holders one round of golf and green fee players buy one get one free. Our 2008 marketing plan includes golfer mailings, golfer directory, media days, radio advertising, anticipated nationwide qualifying event, newspaper advertising,

yellow pages, free clinics, triple 5's, heat of the summer specials, parking tickets, couples scrambles, ladies spring clinic. We are tracking daily weather rating from the weather channel and daily revenue on a graph to see how much the weather affects our business. Two pro shop projects this winter are building a cabinet for information display on top and storage below to be placed under the window of Steve's office and painting the range ball machine. Twenty-five new golf carts have gone out for bid. They are now back on a 3-year replacement rotation which keeps all 75 carts under warranty.

There was no old business on the agenda to come before the board. There will be follow-up on updating our master plan and annualizing and updating agreements and strive for effective dialog with vendors.

The only item on the agenda under new business is approve 2008 Calendar of Ben Geren Park Activities. It was moved by Mr. Eddy Beshears and seconded by Mr. Wayne Hancock that the 2008 Calendar of Ben Geren Park Activities be approved. Motion carried unanimously.

The last item on the agenda is park revenue reports which are included in the packet. When we meet with the vendors, we will look at a 3-year financial history and activity levels and review goals and objectives.

Mr. Joe Mundy expressed the softball association's appreciation for the work the County has done. We will host the youth state tournament this year. One objective is to improve the appearance by repairing fence and painting. Ten loads of crusher dust are needed to fill low spots. The association will pay for it and would appreciate the County hauling it. Baldor may make a donation to replace some backstops and fences and has asked the association to get bids.

It was moved by Mr. Wayne Hancock and seconded by Mr. Eddy Beshears that the meeting be adjourned. Motion carried unanimously.

Respectfully submitted,

Paula Vincent, Administrative Secretary