

MINUTES
BEN GEREN PARK BOARD MEETING
October 13, 2008
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 12:00 noon, October 13, 2008, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present were:

Mr. Wayne Hancock
Mr. Frank Glidewell
Mr. Eddy Beshears

Absent were:

Mr. Bud Harper
Mr. Jerry Neel

Others present were:

Hon. David Hudson, Sebastian County Judge
Mr. Jerry Roberts, Assistant County Administrator
Mrs. Sue Reed, Sebastian County Comptroller
Mr. Joe Gaa, Park Administrator
Mr. Steve Nicholls, P.G.A. Golf Professional
Mrs. Paula Vincent, Administrative Secretary
Hon. Warren Holcomb, Sebastian County Quorum Court
Mr. Mike Henson, 1st Vice President, Ben Geren Softball Association
Mr. Joe Mundy, 3rd Vice President, Ben Geren Softball Association

The meeting was called to order at 12:10 p.m. by Mr. Wayne Hancock, Chairman.

There being no corrections or additions to the minutes of the Regular Meeting of September 8, 2008, Mr. Frank Glidewell 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. A total of \$67,652.81 for the Golf Course and \$6,789.94 for the Front Side was transferred to County Treasurer for September 2008. Mr. Eddy Beshears moved and Mr. Frank Glidewell seconded that they be approved as submitted. Motion carried unanimously.

The next item on the agenda was briefing on golf course marketing plan by Mr. Steve Nicholls. Revenue from the August special was \$9,396 (324 golfers). Radio ads are ongoing. The October newsletter has been mailed along with an entry form for the County Judge's Tournament. We have had four tournaments in the past month. Steve did a telephone/internet walk-through with Course Trends, a marketing company who contracts with golf courses. We are doing the same things this company is doing for their clients. Steve did get a couple of new ideas.

The next item on the agenda was Park Administrator Report by Mr. Joe Gaa. The softball lighting project is complete. We have new metal poles and a better quality of lighting. The old wooden poles will be removed when the softball season ends. Webster Works is a volunteer group who has taken on the project of painting the miniature golf building. It has gone from brown to green. Mr. Frank Glidewell was in the park last Saturday and was pleased to see the level of activity at softball, soccer, and disc golf. According to Mr. Joe Gaa, there was no developed area that was not being used.

There were no items on the agenda under old business.

The first item on the agenda under new business is request from Christ for the World Church for a Church Picnic and Destiny Run on Saturday, October 18, at Pavilion 3. Mr. Frank Glidewell moved, Mr. Eddy Beshears seconded, that this request be approved. Motion carried unanimously.

The second item under new business is Golf Course Restructuring Plan. A goal that has been established by Judge Hudson is to operate as closely as possible within golfer revenue and gas well revenue. Mr. Joe Gaa presented the three areas of the plan. The first area is Staff Restructuring. The proposed budget calls for cutting one full-time pro shop assistant position and replacing it with a seasonal pro shop assistant (April-September) and cutting one full-time maintenance worker position and replacing it with a seasonal worker (April-September). The second area is Golf Pro Agreement. The proposed budget calls for the elimination of cost sharing. The county would get 100% of the revenue from the golf cart rentals and driving range. The golf pro would get 100% of the pro shop merchandise revenue. The third area is Rate Proposal. The proposal calls for the 2008 peak season rate becoming the 2009 regular rate, which is a \$1 increase for both 9 and 18-hole rounds. The proposal also calls for adding options to the annual ticket package.

According to Hon. Warren Holcomb, this year he has heard no complaints about the golf course.

The last item on the agenda is park revenue reports that are included in the packet.

Mr. Frank Glidewell moved, Mr. Eddy Beshears seconded, that the meeting be adjourned. Motion carried unanimously. The meeting was adjourned at 1:00 p.m.

Respectfully submitted,

Paula Vincent
Administrative Secretary