

MINUTES
BEN GEREN PARK BOARD MEETING
January 12, 2009
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 12:00 noon, January 12, 2009, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present were:

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

Absent were:

Mr. Frank Glidewell

Others present were:

Hon. David Hudson, Sebastian County Judge
Mr. Jerry Roberts, Assistant County Administrator
Mr. Joe Gaa, Park Administrator
Mr. Steve Nicholls, P.G.A. Golf Professional
Mr. Bobby Faulkner, Park Maintenance Supervisor
Mrs. Paula Vincent, Administrative Secretary
Mr. Mike Alsup, Director, Fort Smith, Parks & Recreation
Mrs. Vickie Hatcher, President, Ben Geren Ladies Golf Association
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 12:00 Noon by Mr. Wayne Hancock, Chairman.

There being no corrections or additions to the minutes of the Regular Meeting of November 10, 2008, Mr. Jerry Neel 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 \$24,630.23 for the Golf Course and \$163.82 for the Front Side was transferred to County Treasurer for December 2008.

The next item on the agenda was briefing on golf course marketing plan by Mr. Steve Nicholls. Our annual Gift of Golf promotion produced \$3,300 in sales. We are offering a Six Pack special which includes six rounds of golf with cart, weekday only, a \$195 value for only \$160. Friday, December 26, we offered an after Christmas special of half price on green fee and cart. Steve and the Pro Shop staff are working on the 2009 changes in the Pro Shop. A 2008 Marketing Activity Analysis was included in the packet. It shows monthly expense, revenue, and benefit. For 2008 approximately \$5,700 was spent producing approximately \$30,000 revenue. Marketing goals for 2009 is also included in this report. We want to build on our successes and add new things. The

January/February newsletter will be the last one sent by mail. In March we will be going to e-mail as much as possible.

The next item on the agenda was Park Administrator Report by Mr. Joe Gaa. He is pleased with the marketing ideas Steve has worked on. Joe is working on the Strategic Plan with the University of Arkansas.

There were no items on the agenda under old business.

The first item on the agenda under new business was 2009 Golf Course Rates. Rates are proposed to remain the same. New packages are being added for 2009. It was suggested that the board take one month for discussion of the proposal and vote at the February meeting. After looking over the proposal, it was the consensus of the board that further discussion was not required. Mr. Eddy Beshears moved and Mr. Jerry Neel seconded that the 2009 Golf Course Rates be adopted as presented. Motion carried unanimously.

The second item under new business was 2009 Softball Program. The Sebastian County Girls Softball Association is losing Andrews Field in 2009 and does not have a place to play. There are many changes in store for the operations of the softball complex in 2009. The Parks Department will be responsible for field maintenance and the associations will be responsible for programs. This opens an opportunity to partner with the City of Fort Smith. We are committed to being successful and serving all associations to play softball. Fort Smith Schools-Northside and Southside will continue to use Ben Geren as their home field.

In response, Mike Henson said that the Ben Geren Softball Board has met on the softball changes. They feel it is doable. The Board expresses opposition to Sebastian County Girls Softball Association taking over fields. Why not have them join the Ben Geren Association rather than giving up fields. In addition, Joe Mundy feels the main focus is to do it right. He solicited the high school teams to play here. Field prep is important to the teams as well as the National Federation. Joe Gaa said we need Ben Geren Softball Association to show us what they did so our staff will learn. Joe Mundy is key in this process.

Judge Hudson sees a lot of good work, a lot of opportunity to work with the City of Fort Smith, and a lot of opportunity to enhance the park. There is follow-up work to do with soccer agreement to insure that all public is being served. The time line on the Strategic Plan is one semester. It is anticipated that the University of Arkansas will make a presentation to the Park Board in May. Mike Alsup feels the strategic plan is coming at a good time. Would suggest that the Fort Smith Board of Directors and the County Park Board meet together to jump start the process.

The third item under new business was to reschedule the February Park Board meeting for Monday, February 2, 2009. This meeting will concentrate on Strategic Planning.

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

Ben Geren Park Board
January 12, 2008
Page 3

Mr. Bud Harper moved and Mr. Eddy Beshears seconded that the meeting be adjourned. Motion carried unanimously. The meeting was adjourned at 12:40 p.m.

Respectfully submitted,

Paula Vincent
Administrative Secretary