

MINUTES
BEN GEREN PARK BOARD MEETING
January 11, 2010
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 12:00 noon, January 11, 2010, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present were:

Mr. Frank Glidewell
Mr. Bud Harper
Mr. Eddy Beshears
Mr. Jerry Neel

Others present were:

Sebastian County Judge David Hudson
Mr. Jerry Roberts, Assistant County Administrator
Mrs. Sue Reed, Sebastian County Comptroller
Mr. Joe Gaa, Parks Administrator
Mr. Bobby Faulkner, Parks Maintenance Supervisor
Mr. Steve Nicholls, P.G.A. Golf Professional

The meeting was called to order at 12:04 p.m. by Mr. Frank Glidewell, Chairman.

There being no corrections or additions to the minutes of the Regular Meeting of November 9, 2009, Mr. Jerry Neel moved and Mr. Bud Harper seconded that they be approved as submitted. Motion carried unanimously.

The first item on the agenda was the Monthly Financial Reports. A total of \$38,455.30 for the Golf Course and \$8,320.76 for the Front Side was transferred to County Treasurer for November 2009. A total of \$13,620.09 for the Golf Course and \$6,519.93 for the Front Side was transferred to County Treasurer for December 2009.

According to Mr. Joe Gaa, the focus for 2010 will continue to be marketing and customer service. There have been definite improvements in those areas. We will also focus on having good playing conditions on the golf course. According to Judge Hudson, money was spent on reel grinders and sand pads toward the end of the year. Cart path improvements are a priority. Steve Nicholls discussed pro shop changes and part-time staff. According to Jerry Neel, sand traps need attention in the area of sand quality.

Mr. Eddy Beshears moved, Mr. Bud Harper seconded, that the financial reports be approved as presented. Motion carried unanimously.

The next item on the agenda was Briefing on Golf Course marketing plan by Mr. Steve Nicholls. Written analysis of 2009 12-month marketing plan was reviewed. Gift of Golf special was up from last

year by about \$300. The Newsletter gives golfers a little incentive to come play. Radio ads and the Tuesday golf league have generated close to \$9,000 with a \$1,200 investment. Golfer loyalty and frequency of play by those golfers are how we grow our business. Three main points in how you are going to be successful are conditions, rates, and weather. To help that out, you have marketing, customer service, programs and facilities. All leagues have been confirmed to return in 2010. Jerry Neel complimented the golf course staff on the little things they are doing to make the course better, i.e. water in ball washers. Mr. Jerry Neel moved, Mr. Bud Harper seconded, that the golf course marketing report be approved as presented. Motion carried unanimously.

Park maintenance report by Bobby Faulkner. Crusher dust has been added to the softball fields and will be spread as weather allows. Softball and soccer fields will be over seeded with rye. Additional trees have not been planted. Previously planted trees continue to grow and look good. Tree planning will be included with the master plan.

The next item on the agenda was Parks Administrator Report by Mr. Joe Gaa, submitted in writing. The park picture and what goes on in the park is getting bigger. We are going to follow the strategic plan that we have been working on and see what happens.

There were no items on the agenda under old business.

The first item on the agenda under new business was Renewal of Usage Agreement with Wanna Be Racing. There has been some discussion about increasing the percentage paid to the County in this agreement. Following discussion with Dan Bardin, the only change being proposed in this agreement is reducing the term of the agreement to two years from five and locking in the 10% which allows us to continue to work on the strategic plan. Mr. Eddy Beshears moved and Mr. Jerry Neel seconded that the Wanna Be Racing Agreement be approved as presented. Motion carried unanimously.

The second item on the agenda under new business was updated forms and protocol for reservations of pavilions and the community building. The reservation forms have been unified and modernized. The special events forms have helped us know what is going on in the park and allowed us to staff accordingly for large events.

The third item on the agenda under new business was updated Usage Agreement for Fort Smith Express Soccer Association. This agreement is ready to go except their final payment for 2009 has not been received. They understand that a new agreement will not be executed and become official until they are paid up.

It was moved and seconded that the meeting be adjourned. Motion carried unanimously. The meeting was adjourned at 1:11 p.m.

Respectfully submitted,

Paula Vincent
Administrative Secretary