

Ben Geren Park Board

June 11, 2007

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- Thursday will be Senior Day offering a free lunch (hot dog, chips, drink) with 18-hole green fee and cart to seniors all day.
- Steve is interviewing applicants for the pro shop assistant position.
- We are \$6,000 ahead so far this month over last year.

Mr. Dan Bardin, Wanna Be Racing, expressed appreciation for the striping of his parking lot and expansion of the walking track parking lot. Both have been very beneficial during peak times. Capital improvements include painting the new building and working on some new signage. Would like to replace the roof on the existing building with a red metal roof. Business continues to be good. An advertising campaign is starting this week. Would like to again place a 4x4 a-frame sign at the east entrance during business hours. It was moved by Mr. Wayne Hancock and seconded by Mr. Eddy Beshears that this request be approved. Following discussion of the old grand prix track which is currently not in use, Mr. Bardin was asked to put together a plan for restoring the track to a usable condition and present it to the board in July or August.

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

The next park board meeting will be held on Monday, July 9, 2007, at 12:00 noon. It was moved by Mr. Wayne Hancock and seconded by Mr. Eddy Beshears that the meeting be adjourned. Motion carried unanimously. The meeting was adjourned at 1:05 p.m.

Respectfully submitted,

Paula Vincent, Administrative Secretary

MINUTES
BEN GEREN PARK BOARD MEETING
June 11, 2007
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 12:00 Noon, June 11, 2007, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present were:

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

Absent was:

Mr. Frank Glidewell

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. Dan Bardin, Wanna Be Racing

The meeting was called to order at 12:30 p.m. by Mr. Jerry Neel, Chairman.

There being no corrections or additions to the minutes of the Regular Meeting of May 14, 2007, 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 \$80,044.42 for the Golf Course and \$6,321.58 for the Front Side was transferred to County Treasurer for May 2007.

The next item on the agenda was briefing on Golf Course marketing activities by Mr. Steve Nicholls.

- Part of our 3-month plan during peak season is opening the course on weekends and holidays one-half hour earlier, at 7:00 a.m. Tournaments have gone well.
- We will be doing "weather on the course" with one of our local weathermen, Justin Povick.
- We are talking to the ladies golf association in anticipation of a Friday night couples event.
- On busy days golf course rangers go out with a packet for good will of discount items to be given as a reward to golfers who are doing good things, i.e. fixing ball marks. It is called Ranger Rewards.
- A letter went out last week to golfers with a buy one, get one free on weekdays only.
- Will be promoting a midday special when it gets hot of a free lunch (hot dog, chips, drink) with 18-hole green fee and cart from 11:00 a.m.-2:00 p.m.