

Cedarholm Clubhouse Replacement Advisory Team Meeting Notes
Meeting #2 April 28, 2016

Advisory Team Present: John Bachhuber, Mary Cardinal, Herb Dickhudt, Phil Gelbach, Paul Grotenhuis, Roger Hess Jr., Greg Hoag, Dave Holt, Michelle Kruzal, Lisa Laliberte, Dena Modica, Bjorn Olson, Nancy Robbins, Eileen Stanley, Kyle Steve, Jerry Stoner, Benno Sydow, Matthew Vierling, Janice Walsh, Kerrik Wessel, Dick Laliberte

Advisory Team Absent: Mary Olson, Mike Cylkowski, Jeff Boldt, Rynetta Renford

Public Comment: None

Local Golf Industry Panel

Staff and Facilitator, Dave Holt introduced the 3 municipal golf professionals from around the metro. Each have offered their free time to speak about similar processes they have been through with their respected departments.

Jody Yungers, Brooklyn Park Parks and Recreation Director (previously Ramsey County Golf Operations)

Course to Clubhouse Relationship

- League-golfers can be the backbone of the play at a golf course, playing no matter what the weather, while open-golfers only play when the weather is pleasant.
- A community golf course should cater to what the community wants. It should have a niche.
- Consider what usage a golf course can have in the winter.

Designing a smaller, multi-purpose facility based on revenue potentials

- Consider planning the size of your pro shop around what your usage will be.
- Staffing of a facility can be more efficient with smaller clubhouse.

How does a clubhouse contribute to overall Golf Course operation from a business perspective?

- Consider the golf operation as a three legged stool. You have the golf course itself that brings in revenue from greens fees, the pro-shop provides equipment and apparel and the grill/bar sells food and beverage. These three parts should be tinkered with based on the core user.
- Figuring out where the golf course is in the niche of the market is important to providing the best experience.
- Build based on what is important to the golfer when they come to the course.

Mark Severson New Hope Village Golf Course Superintendent

Brief description of New Hope Village Clubhouse, history, amenities, uses

- New Hope Village's Clubhouse was originally built in the late 1960's. The clubhouse was replaced in the 1990's as a multi-purpose facility.
- The facility offers a seating area with merchandise measuring 1250 sq. feet. The other area in the clubhouse includes an office and restrooms measuring 1300 sq feet. The outdoor patio is 30ft x 36ft.
- It is an attractive building and a special place to be. 80 parking spots are available at the facility.

The impact on golf operations when enhancements were made at New Hope Village Clubhouse

- Designed to be an efficient one person operation. The clerk can move from the till to the connected kitchen with ease.
- The kitchen has a 3 compartment sink and is open to caterers.
- In the winter of 2015, New Hope Village brought \$7,500 in through clubhouse rentals. The rental room has a capacity of 75. The rental area is separated for rentals to not effect golf operations.

Benefits/significance of a patio/deck on golf operations and clubhouse use

- Leagues enjoy the patio before and after their round. The covered picnic area can be very inviting for big events or gatherings. The covered patio is also used as rental space.

Jason Hicks New Brighton Parks and Recreation Assistant Director, Brightwood Hills Golf Course:

Brief description of Brightwood Hills Clubhouse; history, amenities, uses

- Brightwood Hills Clubhouse was originally built in 1969. The city purchased Brightwood Hills in the 1970's. It has a similar course layout and is also a Par-3 9-hole. A new clubhouse was constructed in 2000. The clubhouse features open space and tons of windows. It was constructed on a hill to attract outside attention.

What was the impact Clubhouse improvements had on golf operations at Brightwood Hills?

- The open space within the clubhouse provides flexible setup for rentals. It is inconvenient to have rentals during the golf season as the two areas share clubhouse space. Rentals are delegated mostly to the winter time.
- The clubhouse has a basement featuring storage facilities. Local affiliates use these storage areas year round. 11 golf carts are also stored in the basement. An air exchange is needed for gas carts.
- The open patio offers a place for cookouts and the parking lot was expanded slightly to fit capacity.

Follow up responses:

- New Hope Village does not have a kitchen but has a cozy snack bar.
- Brightwood Hills and New Hope Village do not have locker rooms. Locker rooms are expensive, changing rooms offer similar amenities without the expense.
- Brightwood Hills has a 20 year revenue bond and are an enterprise fund.
- New Hope has a capital asset replacement plan. They were an enterprise fund 2015 but are changing to a general revenue fund.
- Brightwood Hills stores carts in a maintenance shed.
- New Hope Village stores carts below clubhouse in the basement.
- The city of New Brighton has a community center for rentals as well as the golf course.
- The city of New Hope has a rental room in their ice arena as well as the golf course.
- New Hope Village did not close their course when construction was in process. A trailer was brought in as a temporary shelter.
- There has been very little success with full menu and grill at most courses. A full liquor license can offer a secondary revenue source.
- Brookland golf course is no longer an enterprise fund. It is part of the community and considered a parks and recreation asset. Its expenses come out of the recreation revenue fund.
- Some things that the golf professionals would have done differently would have been to build a bigger clubhouse, provide more adequate bathroom space, add more windows and the installation of a fireplace.

Meeting #1 Notes Comments:

Jill Anfang, Assistant Parks & Recreation Director, reviewed the City of Roseville Facility Rental History for 2015-16. Roseville has 6 new park buildings built upon the desire by the community for more adequate gathering space within the parks system.

- The park buildings had an opening date ranging between January 2015-May 2015.
- 1,000 uses since the buildings opened. 35,000 people have been through the buildings, not including any public stopping in to use lavatory. Birthday parties, grad parties and business meetings are the biggest users.
- The facilities built do not fit a medium-large gathering group. That size is needed in Roseville.
- Park buildings were built in Roseville to bring gathering spaces to the community. They try to generate revenue but are not expected to cover full costs.
- Park buildings were built to serve different size groups.

Public Engagement Process:

The Advisory team is encouraging more input in the online drop box, Nextdoor.com and Speak-Up-Roseville. It is important to actively involve the community in this process.

Meeting #3

May 12th, 6:30pm-9pm will feature Other Uses and Partners

Advisory Team Members inquired into/commented on:

- Possibility of use by School District for meeting space and training location
- Does the School District use Cedarholm for Physical Education Classes and athletic team practices?
- Perhaps the golf operation should consider utilizing food trucks for food service.
- Consider packaging facility rentals for business meetings with a discounted golf pass.
- What is the mission of this community engagement process?
- What about the maintenance garage? Is this part of the discussion?

Updated Meeting Schedule

June 9 @Autumn Grove Park Building, July 14, August 11

Late Breaking Info and Other Comments

Advisory Team is encouraged to travel New Hope Village and Brightwood Hills Golf Courses' to see their clubhouse. A maintenance tour is scheduled before next meeting at 6pm.

Meeting Adjourned at 9:09pm