

**LYNNWOOD PARKS AND RECREATION BOARD
MEETING MINUTES
March 4, 2015**

10. Call to Order – 7:05 p.m.

20. Roll Call

Boardmember Aldrich	Director Sordel
Boardmember Hanson	Administrative Assistant Flesher
Boardmember Hildebrandt	
Boardmember Megill	
Boardmember Thompson	

30. Approval of Minutes – February 4, 2015. Approved.

40. Written Communications – None.

50. Public Comments – None.

60. Comments from Boardmembers.

Boardmember Hildebrandt reported that she had spoken with a few people who mentioned that they love the Recreation Center.

Boardmember Megill expressed his pleasure that the City is purchasing the Seabrook property.

70. Resolutions and Other Business.

70.1 Golf Course Report. Director Sordel introduced Bill Schickler, President, and Matt Amundsen, Head of Operations, from Premier Golf Centers. Premier operates 14 courses at 12 facilities in the greater Seattle area. Mr. Schickler provided a report on the first year of Premier’s management of the Lynnwood Golf Course (see attached comments).

Director Sordel noted that Premier has provided regular monthly reports.

Director Sordel mentioned the 204th Street project, which will affect the entrance to the Golf Course during the summer of 2015. Staff has been working with Edmonds Community College to negotiate for parking on the north side of the course to allow patrons access that avoids the construction traffic.

Boardmember Megill asked about the status of plan to build a new cart storage facility. Director Sordel responded that Edmonds Community College has informed the City they have no plans for the warehouse building at this time; funding/progress on a new building is not likely for at least five years. Mr. Schickler reiterated parking improvements as the highest priority if funds for improvement become available.

Mr. Amundsen noted that staff has worked hard to improve course conditions since taking over maintenance management in May.

Mr. Schickler noted that they have had success in Lynnwood offering packages – green fees with food and/or cart rentals. Premier’s loyalty program also provides an incentive for golfers to play and purchase merchandise at Lynnwood and other Premier-managed courses.

Boardmember Thompson what makes Lynnwood’s course appealing. Mr. Schickler responded that Lynnwood is a very playable golf course. It is dry, flat and walkable. Ms. Thompson asked about planned specials for the summer or Father’s Day. Mr. Schickler indicated that the mobile application allows for marketing pushes specifically aimed at days and times that have open tee times. Mr. Amundsen noted that golf advertising has changed significantly over the last several years. With the advent of smartphones, the mobile application is a critical tool to market to the golfing population. Premier has a very effective database of golfers.

Boardmember Aldrich asked if Lynnwood still offers The First Tee. Mr. Schickler reported that the program is still running.

Director Sordel noted that he was pleased with the customer satisfaction survey results.

Boardmember Aldrich asked how the new state minimum wage ruling would affect Premier. Mr. Schickler indicated that there will be an effect, but the details are not yet known.

- 70.2 City Comprehensive Plan – Final Draft. A final draft of the Parks, Recreation and Open Space element was provided. Director Sordel reported that he had presented the updates to the Planning Commission on February 26; they were very supportive of the changes. He thanked the Board for their input.
- 80. Staff Reports.
 - 80.1 Staff Report/Project Update. A staff report was provided and discussed.
- 90. Messages from the City Council. None.
- 100. Adjournment – The meeting was adjourned at 8:20 p.m.

3-4-15 Lynnwood Advisory Board Meeting, Bill Schickler's Comments –

Thanks for having me here tonight. I'm here to report on the results of Lynnwood Golf Course operations for the first year under Premier Golf Centers' management. I'm very pleased to report that nearly everything has gone according to plan in this first year. That is, everything except the weather.

You should have before you our summary of the financial results by quarter for 2014. These include Golf Course Maintenance since May 5, 2014. As you can see, Revenues of slightly over \$1,116,000 are about \$119,000 below budget, while Cost of Goods Sold and Operating Expenses together are \$130,000 under budget, resulting in Net Income of just under \$550,000, \$11,000 better than budget.

The majority of expense savings were in Payroll costs, about \$78,000, with the remaining \$52,000 spread across many areas, primarily in the Course Maintenance department.

If you look at each of the four quarters individually, it's easy to see the effects of the extremely wet start to the year on the

1st Quarter, while the much more favorable weather in the 2nd and 3rd Quarters helped those

Quarters come in collectively over budget, then

again the wet weather in the 4th Quarter resulted in a loss of \$48,000 to budget in that Quarter. 2014's weather brought 48" of rainfall, 49% higher than 2013 and 29% higher than normal. Market tracking indicates that golf rounds in the Greater Seattle market were down 5.3% in 2014. Rounds at Lynnwood Golf Course on the other hand were up slightly in 2014, coming in at 42,034 rounds.

	Rainfall	2014 vs.	% vs.
2014	48.50		
2013	32.56	15.94	49%
Average	37.49	11.01	29%

We took over management of Golf Course Maintenance on May 5, 2014. I'm pleased to report that we made good progress in improving course conditions, and maintenance costs came in significantly below budget.

As I indicated in my last report insufficient parking is the number one obstacle at the Golf Course. We were hopeful at that time that the City and the College were making progress on solving our mutual parking issues with a new parking structure. Unfortunately, the latest information I received was that the College's funding for the building and related parking structure did not come through, so we are back to the drawing board on parking. We must solve this problem sooner rather than later to achieve success at the golf course.

We are very pleased to have delivered Golf Services Income above budget in a very difficult year weather wise. Thankfully, 2015 has started off much better with revenue up over 40% over the past two years as of February 28th, and ahead of budget by \$16,000.

Thank you and I'll be happy to answer any questions.

Bill Schickler

President

Premier Golf Centers, LLC