



# Agenda

CITY CLERK'S OFFICE

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**PARKS DIVISION  
MARTY SANCHEZ LINKS DE SANTA FE  
ADVISORY COMMITTEE MEETING**

**THURSDAY February 20, 2014**

**MARTY SANCHEZ LINKS DE SANTA FE – ADMINISTRATION BUILDING**

**3:00 P.M. – 5:00 P.M.**

1. **Call to Order**

2. **Roll Call**

3. **Approval of Agenda**

4. **Approval of previous minutes**

*January 16, 2014*

5. **Comments from Chairman – Maurice Bonal**

6. **Staff Reports**

- **Administration – (Revenue and golf rounds summary for January; Admin. updates)**
- **Superintendent – (Golf course conditions update)**
- **Marketing – (Advertising updates)**
- **Pro-Shop – (2014 Tournament calendar updates)**
- **The Links Bar & Grill – (Restaurant updates)**

7. **Matters from the Committee**

8. **Old Business**

- **Rate Increase/Rate Specials Approval**

9. **New Business**

10. **Adjournment**

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520 five (5) working days prior to meeting date.

**INDEX OF MINUTES**  
**MARTY SANCHEZ LINKS DE SANTA FE**  
**ADVISORY COMMITTEE**  
**February 20, 2014**

| <b>ITEM</b>   | <b>ACTION TAKEN</b>    | <b>PAGE(S)</b> |
|---|------------------------|----------------|
| 1. CALL TO ORDER  | 1                      |                |
| 2. ROLL CALL  | No Quorum              | 1              |
| 3. APPROVAL OF AGENDA   | No Approval            | 2              |
| 4. APPROVAL OF MINUTES:<br>January 14, 2014   | No Approval            | 2              |
| 5. COMMENTS FROM CHAIRMAN – MAURICE BONAL   | None                   | 2              |
| 6. STAFF REPORTS  |                        |                |
| • Administration – (Revenue and golf rounds summary for January;<br>Admin. updates) |                        | 2-3            |
| • Superintendent – (Golf course conditions update)                                  |                        | 3-4            |
| • Marketing – (Advertising updates)   |                        | 4-5            |
| • Pro-Shop – (2014 Tournament calendar updates)                                     |                        | 5              |
| • The Links Bar & Grill – (Restaurant updates)                                      |                        | 6              |
| 7. MATTERS FROM THE COMMITTEE   |                        | 6              |
| 8. OLD BUSINESS   |                        |                |
| • Rate Increase/Rate Specials Approval  | Discussion/No Approval | 7-8            |
| 9. NEW BUSINESS   | None                   | 8              |
| 10. ADJOURNMENT   | Adjourned @ 4:10 p.m.  | 8              |

**MINUTES OF THE**  
**MARTY SANCHEZ LINKS DE SANTA FE**  
**ADVISORY COMMITTEE MEETING**  
**February 20, 2014**

**1. CALL TO ORDER**

A discussion session of the Marty Sanchez Links de Santa Fe Advisory Committee was called to order by Fred Lopez at 3:10 p.m. on this date at the Marty Sanchez Links de Santa Fe, Administration Building, Santa Fe.

**2. ROLL CALL**

Roll call indicated the lack of a quorum present for conducting official business; therefore a discussion session was held.

**MEMBERS PRESENT:**

Fred Lopez  
Signe Lindell  
Lee Sanchez

**MEMBERS ABSENT:**

John Gabaldon, excused  
Al Jahner, excused  
Jake "Coach" Martinez, excused  
Ned Siegel, excused  
Tila Shaya, excused

**STAFF PRESENT:**

Henry Lucero, Marketing Assistant  
Jennifer Romero, MRC Administrator

**OTHERS PRESENT:**

Alo Brodsky, Pro Shop  
Frank and Liz Gallegos, The Links Bar & Grill  
Jo Ann G. Valdez, Stenographer

**3. APPROVAL OF AGENDA**

Approval of the agenda was not made due to the lack of a quorum.

**4. APPROVAL OF MINUTES:**

- **Meeting of January 16, 2014**

Approval of the Minutes of the January 16, 2014 meeting was not made due to the lack of a quorum.

The following change was made to the Minutes of the January 16, 2014 meeting:

Page 6, top paragraph, the Santa Fe Community College Scramble event is scheduled for September 25<sup>th</sup>.

**5. COMMENTS FROM CHAIRMAN – MAURICE BONAL**

Chair Bonal was absent; therefore there were no comments from the Chair.

**6. STAFF REPORTS**

- **Administration – (Revenue and golf rounds summary for January; Admin. updates)**

A copy of the *Marty Sanchez Links de Santa Fe Golf Summary* dated January 16, 2014 is incorporated herewith to these Minutes as Exhibit “A”.

Ms. Romero reviewed the information from Exhibit “A”. Please see Exhibit “A” for the specifics of this presentation.

Ms. Romero reported as follows:

- Total rounds in golf for the month of January were 1,193, which is up by 1,146 rounds when compared to the prior year.
- The total green fees revenue to January was \$18,134, which is up by \$17,149 when compared to January of the prior year. However, this is down 12% overall, when compared to the prior year.

- Golf cart revenue for the month of January was \$7,704 which is an increase of \$7,510 (8%) when compared to the prior year.
- The Pro-Shop revenue for the month of January was \$6,627, which is an increase of \$3,616 when compared to the month of January of the prior year. However, there is a 14% decrease overall, when compared to the prior year.
- The driving range revenue for the month of January was \$1,783 which is an increase of 1,532. However, there is a 1% decrease overall, when compared to the prior year.
- There was no golf tournament revenue for the month of January.

Ms. Romero noted that they are presently in budget preparations for next fiscal year. She met with the Public Works Director to review the budget and they have been asked to remain at a flat budget. However, there is some room in the budget for additional equipment replacement and Ms. Romero has added these items in the budget.

Ms. Lindell mentioned that she saw an article in today's paper about a possible appropriation from the state.

Ms. Romero said this is not for Marty Sanchez. She said there is a soccer organization that is made up of established local soccer groups that is seeking legislative funding to do improvements and rehab the soccer field and possibly add an indoor soccer facility. Their goal is to lease the soccer complex in the future.

- **Superintendent – (Golf course conditions update)**

A copy of the *2014 Superintendent's Winter Report*, prepared by John Allen, Superintendent is incorporated herewith to these Minutes as Exhibit "B".

Ms. Romero reviewed the information from Exhibit "B". Please see Exhibit "B" for the specifics of this presentation.

This winter, the MSL maintenance crew has been working on several projects and completing numerous detail-oriented projects in preparation for the 2014 golf season as follows:

- They are painting the Tee Markers.
- They serviced the equipment.
- They are installing three cups on each green. They are currently watering the greens with the water truck. The greens are in good shape.
- They are sharpening the bed knives and grinding the reels of the greens mowers.
- They are pruning and mulching branches.
- They are trapping as many gophers as possible.
- They are cleaning the sand bunkers.

Ms. Lindell asked if they are going to fix the water fountains near the bathrooms.

Ms. Romero said yes, those will be fixed this spring.

- **Marketing – (Advertising updates)**

[Copies of the *Monthly Marketing Print Advertisements February 2014* were distributed. A copy is hereby incorporated to these Minutes as Exhibit “C”.]

Mr. Lucero presented the information from Exhibit “C”. Please see Exhibit “C” for the specifics of this presentation.

Mr. Lucero said as of now there are four print ads out. He noted that the *Latitude Magazine* featured an article on New Mexico for the January and February issues.

(A sample of the ad about the golf course was available for review and is included with Exhibit “C”). These articles appeared in all American Airlines/American Eagle planes/aircraft.

Articles about the golf course will be running during the entire months of January through June in *New Mexico Magazine* (NM Vacation Guide), as well as the City of Santa Fe's Visitor's Guide. 400,000 copies are distributed throughout New Mexico.

Mr. Lucero reported that they will also have radio ads on Que Suave and Hutton Broadcasting.

Mr. Lucero also distributed the *2013-2014 Yearly Social Media Statistics*.  
[A copy is hereby incorporated to these Minutes as Exhibit "D".]

Mr. Lucero noted that the website domain transfer was completed. They will now be able to track the hits on the website, Facebook and Twitter and the demographics of the people who visited the site. They started to track them on February 1<sup>st</sup>.

Ms. Romero added that they are also doing a news section on the website.

Ms. Lindell asked why they decided to use Johnny Boards.

Ms. Romero said they are a free service and they appear in selected golf courses and local restaurants in Santa Fe and Albuquerque. They place the ads at their facilities in exchange for placing ads at the MSL golf course.

Mr. Lopez asked Ms. Romero if they would consider doing what Cochiti does, where they give a coupon for a discounted rate to people who fill out their survey. He said this would be a way to capture golfers.

Ms. Romero said they would have to look into that.

- **Pro-Shop – (2014 Tournament calendar updates)**

[Copies of the *2014 Marty Sanchez Tournament Calendar* were included. A copy is incorporated herewith to these Minutes as Exhibit "E".]

Mr. Brodsky briefly reviewed the Calendar noting that the event dates may change. He mentioned that the Santa Fe Community College Scramble is scheduled for September 25<sup>th</sup> and the Minutes of the previous meeting were incorrect.

\*Stenographer note: This correction has been made above.

- **The Links Bar & Grill – (Restaurant updates)**

Frank Gallegos introduced his wife, Liz Gallegos.

Mr. Gallegos said they are seeing a lot of the patrons and golfers coming in to eat due to the good weather we have had. They have been impressed with the restaurant and the food.

Mr. Gallegos noted that they presently have four employees at the Bar and Grill and they hired a Prep Cook.

Mr. Lopez asked if they are still closing at 4:30 p.m.

Mr. Gallegos said they have been closing around 5:00 p.m. and they hope to stay open later if they start getting busier.

He mentioned that they ordered uniforms today for the employees and they will have their logo.

Mr. Brodsky said the Pro Shop would like to collaborate with the Grill on several things, like a “Nine and Dine” event/promotion.

Mr. Sanchez suggested that the Grill work with the various groups that come in.

Mr. Gallegos said they are willing to work with all the groups that come in. He said the Boys and Girls Club will be holding a tournament at MSL and will be setting a date for sometime in April. He mentioned that there is a possibility that the Santa Maria de La Paz Youth group could have a tournament at the MSL Golf Course as well.

Mr. Gallegos said they have done a quick-turn (around) menu for the golf carts and they have printed 70 of them.

## **7. MATTERS FROM THE COMMITTEE**

Signe Lindell announced that this would be her last meeting.

Mr. Lopez thanked Ms. Lindell for serving on the Committee.



## 8. OLD BUSINESS

- **Rate Increase/Rate Specials Approval**

[A handout on the *2014 Proposed Fees-Simplified Format* was distributed. A copy is hereby incorporated to these Minutes as Exhibit "F"].

Mr. Lopez noted that the Committee passed a motion at the October 17, 2013 Committee Meeting as follows:

*Mr. Jahner moved to increase the rates (effective March 1, 2014) as follows: A \$2.00 increase for the cart fee; a \$2.00 increase for the other fees (green fees) and a \$1.00 increase for the senior rate fee. Mr. Gabaldon seconded the motion. The motion passed with 1 in opposition.*

Ms. Romero said she met with the Public Works Director, the City Manager and the Parks Division Director this week to review the rate increase request from the Committee. They also discussed the current rates and the Construction Rate Special. The Construction Rate Special was on a one-year trial basis, which is coming up now.

Ms. Romero said in looking at the Rounds and Revenue report, MSL Golf Course is down in both the rounds and revenue. They are down \$44,728 in projected revenues.

Ms. Romero noted that the City Manager made a recommendation to increase the rates back up to what they were a year ago.

Ms. Romero reviewed the 2014 Proposed Fees as follows:

- Increase the rate by \$3.00 for the 18-hole and 9-hole Greens Fee (7-day).
- Increase all the other rates by \$2.00.
- Do not increase the Cart rate because this was already increased in July by \$1.00.

Ms. Romero said if they do this and the rounds stay consistent, they will meet the revenue projections of \$650,000, or possibly exceed revenue projections.

Ms. Lindell asked if they eliminated the Wednesday \$20 afternoon rate.

Ms. Romero said yes, it will go back to the normal afternoon rate. She said the Committee could look into different specials when the new administration comes in, such as the Cochiti special that Mr. Lopez talked about. In addition to that, the Men's and

Women's Association has asked for MSL to consider a special rate for their member. She said if they can guarantee a certain amount of players or Tee Times, they possibly could consider a special rate for them.

Mr. Lopez suggested that they consider leaving the senior rate alone, with the understanding that the seniors are playing golf during the week. He said we need to consider our competition.

Ms. Romero said they pulled the rates from the competitors and with the rate increase; MSL is still the least expensive.

Ms. Lindell said she is OK with the proposed rates because the \$2.00 should not make that much of a difference.

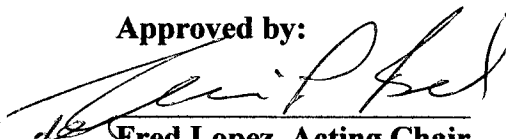
**9. NEW BUSINESS**

There was no new business.

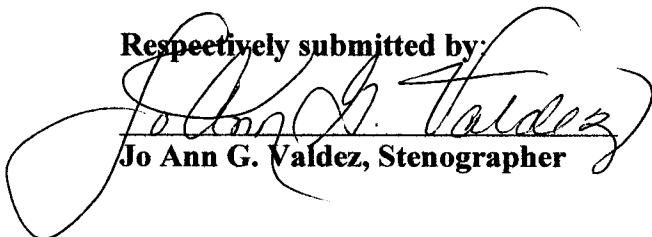
**10. ADJOURNMENT**

Having no further business to discuss, the meeting adjourned at 4:10 p.m.

Approved by:

  
Fred Lopez, Acting Chair

Respectively submitted by:

  
Jo Ann G. Valdez, Stenographer

ROUNDS OF GOLF

| Months | 12/13 rds Actual | 13/14 rds Actual | over/ under/ LFY |
|--------|------------------|------------------|------------------|
| July   | 5,215            | 5,648            | 433              |
| august | 5,247            | 5,506            | 259              |
| sept   | 4,190            | 4,083            | (107)            |
| oct    | 3,530            | 3,402            | (128)            |
| nov    | 2,080            | 1,621            | (459)            |
| dec    | 573              | 206              | (367)            |
| jan    | 47               | 1,193            | 1,146            |
| feb    | 621              | -                | -                |
| march  | 2,200            | -                | -                |
| april  | 2,939            | -                | -                |
| may    | 4,232            | -                | -                |
| june   | 5,173            | -                | -                |
| Totals | 36,057           | 21,659           | 767              |

# incl tourna.

GREEN FEES REVENUE

| Months            | 12/13 revenue actual | 13/14 revenue actual | over/ under/ LFY |
|-------------------|----------------------|----------------------|------------------|
| July              | \$ 95,367            | \$ 89,888            | \$ (5,479)       |
| august            | \$ 99,481            | \$ 84,842            | \$ (14,639)      |
| sept              | \$ 76,438            | \$ 60,201            | \$ (16,237)      |
| oct               | \$ 59,116            | \$ 50,313            | \$ (8,803)       |
| nov               | \$ 36,054            | \$ 26,290            | \$ (9,763)       |
| dec               | \$ 10,125            | \$ 3,169             | \$ (6,956)       |
| jan               | \$ 986               | \$ 18,134            | \$ 17,149        |
| feb               | \$ 10,868            | -                    | -                |
| march             | \$ 36,198            | -                    | -                |
| april             | \$ 48,120            | -                    | -                |
| may               | \$ 65,915            | -                    | -                |
| june              | \$ 79,109            | -                    | -                |
| Internal deposits | \$ 1,192             | \$ 728               | \$ 464           |
| Internal deposits | -                    | -                    | -                |
| Totals            | \$ 618,967           | \$ 333,566           | \$ (44,728)      |

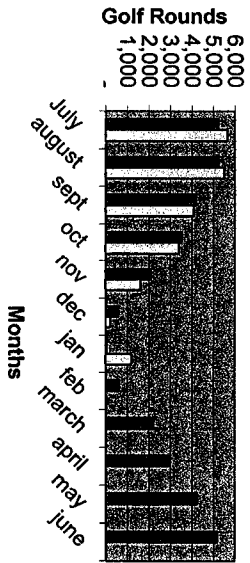
LFY 12/13

LFY 13/14

LFY 12/13

LFY 13/14

Golf rounds comparison



NOTE: JANUARY  
Total Greens Fee Revenue:  
GRT total = \$ \$17,270.93  
GRT total = \$ \$863.65  
Total Greens Fee Revenue: \$16,134.00  
Internal Deposits by our office:  
\*SNOW DAYS TOTAL FOR:  
\*INTERNAL DEPOSITS: 12/31/13  
\*SNOW DAYS: 20 days, incl Xmts  
new carts: 072913, 1 snow Jan

GOLF CART REVENUE

| Months | 12/13 revenue actual | 13/14 revenue actual | over/ under/ LFY |
|--------|----------------------|----------------------|------------------|
| July   | \$ 47,985            | \$ 52,153            | \$ 4,168         |
| august | \$ 48,500            | \$ 54,043            | \$ 5,543         |
| sept   | \$ 37,641            | \$ 40,211            | \$ 2,570         |
| oct    | \$ 30,727            | \$ 31,143            | \$ 416           |
| nov    | \$ 15,482            | \$ 12,632            | \$ (2,850)       |
| dec    | \$ 3,702             | \$ 1,305             | \$ (2,397)       |
| jan    | \$ 194               | \$ 7,704             | \$ 7,510         |
| feb    | \$ 3,482             | -                    | -                |
| march  | \$ 15,349            | -                    | -                |
| april  | \$ 20,811            | -                    | -                |
| may    | \$ 36,689            | -                    | -                |
| june   | \$ 48,001            | -                    | -                |
| Totals | \$ 308,573           | \$ 199,191           | \$ 14,949        |

LFY 12/13

LFY 13/14

DRIVING RANGE REVENUE

| Months | 12/13 revenue actual | 13/14 revenue actual | over/ under/ LFY |
|--------|----------------------|----------------------|------------------|
| July   | \$ 9,992             | \$ 10,233            | \$ 241           |
| august | \$ 9,984             | \$ 10,032            | \$ 48            |
| sept   | \$ 7,275             | \$ 6,889             | \$ (386)         |
| oct    | \$ 5,833             | \$ 5,024             | \$ (809)         |
| nov    | \$ 2,884             | \$ 2,013             | \$ (871)         |
| dec    | \$ 862               | \$ 635               | \$ (227)         |
| jan    | \$ 250               | \$ 1,782             | \$ 1,532         |
| feb    | \$ 1,809             | -                    | -                |
| march  | \$ 5,469             | -                    | -                |
| april  | \$ 6,900             | -                    | -                |
| may    | \$ 8,517             | -                    | -                |
| june   | \$ 9,009             | -                    | -                |
| Totals | \$ 68,784            | \$ 36,609            | \$ (471)         |

LFY 12/13

LFY 13/14

GOLF TOURNAMENT REVENUE

| Months | 12/13 revenue actual | 13/14 revenue actual | over/ under/ LFY |
|--------|----------------------|----------------------|------------------|
| July   | \$ 28,017            | \$ 24,476            | \$ (3,541)       |
| august | \$ 32,081            | \$ 23,899            | \$ (8,181)       |
| sept   | \$ 24,280            | \$ 21,119            | \$ (3,161)       |
| oct    | \$ 27,284            | \$ 21,973            | \$ (5,311)       |
| nov    | \$ 9,335             | \$ 9,177             | \$ (158)         |
| dec    | \$ 6,566             | \$ 5,337             | \$ (1,229)       |
| jan    | \$ 3,011             | \$ 6,627             | \$ 3,616         |
| feb    | \$ 9,817             | -                    | -                |
| march  | \$ 15,705            | -                    | -                |
| april  | \$ 17,723            | -                    | -                |
| may    | \$ 21,811            | -                    | -                |
| june   | \$ 32,407            | -                    | -                |
| Totals | \$ 229,045           | \$ 112,607           | \$ (18,976)      |

LFY 12/13

LFY 13/14

GOLF TOURNAMENT REVENUE

| Months | 12/13 revenue actual | 13/14 revenue actual | over/ under/ LFY |
|--------|----------------------|----------------------|------------------|
| July   | \$ 8,834             | \$ -                 | \$ (8,834)       |
| august | \$ -                 | \$ 495               | \$ 495           |
| sept   | \$ 4,434             | \$ 4,855             | \$ 421           |
| oct    | \$ 7,513             | \$ 2,389             | \$ (5,125)       |
| nov    | \$ -                 | \$ -                 | \$ -             |
| dec    | \$ -                 | \$ -                 | \$ -             |
| jan    | \$ -                 | \$ -                 | \$ -             |
| feb    | \$ -                 | \$ -                 | \$ -             |
| march  | \$ -                 | \$ -                 | \$ -             |
| april  | \$ 190               | \$ -                 | \$ 190           |
| may    | \$ -                 | \$ -                 | \$ -             |
| june   | \$ 7,385             | \$ -                 | \$ 7,385         |
| Totals | \$ 28,357            | \$ 7,739             | \$ (13,043)      |

LFY 12/13

LFY 13/14

## 2014 Superintendent's Winter Report

The MSL maintenance crew at Links de Santa Fe have been working extremely hard during the winter months; completing numerous detail-oriented projects in preparation for the 2014 golf season.



Painting Tee Markers



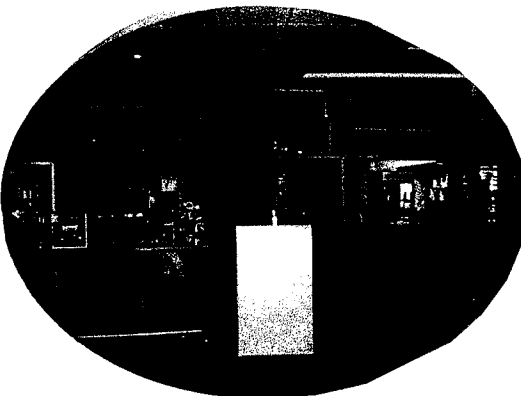
Trapping gophers



Installing three cups on each green



Watering Greens with the Water Truck



Restaurant Maintenance



Sharpening bed knives, grinding reels



Pruning and mulching branches

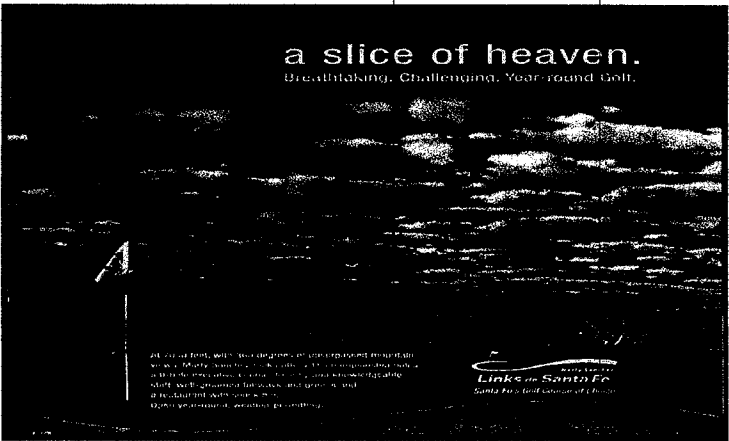


Servicing Equipment

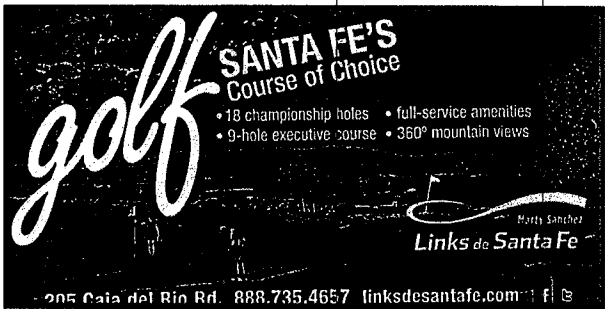
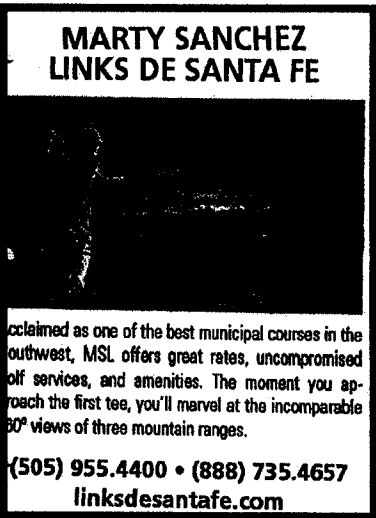
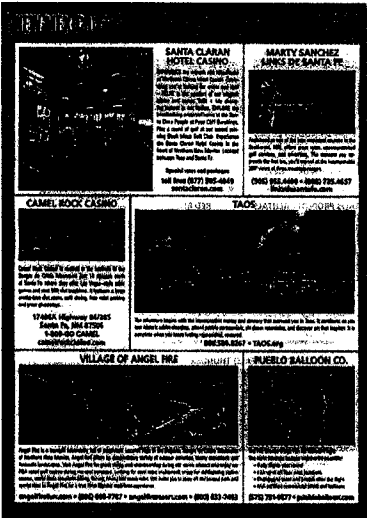
# Monthly Marketing Print Advertisements

## February 2014

**Latitudes Magazine-Appeared in all American Airlines/American Eagle Planes**  
 12 page color ad runs during entire month of January-February; also on latitudes.com website.  
 6.8 million outreach. Purchase order total including tax: \$1,500.00  
 \*Magazine features Santa Fe as top travel destination.



**\* Johnny Boards-Appeared in Selected Golf Courses/Local Restaurants in Santa Fe and Albuquerque**  
 1/2 page color ad runs during entire year from July 2013-June 2014;also on johnnyboards.com website.  
 100,000 thousand plus outreach. Santa Fe-The Pantry (2)— Flying Star (2)  
 Albuquerque: Buffalo Wild Wings (NE Heights-3)— Doc & Eddy's Bar & Grill (3)— Flying Star (Downtown (3),  
 Central (2), Corrales (2), Paseo Norte (2), Juan Tabo (2), Menaul (2), Rio Grande (2)— Hooters (San Mateo (4),  
 Westside (2)— Imbibe (2)— CABQ Golf Training Center (3)— CABQ Arroy Del Oso Golf Course (3)— Park & Shuttle (10)  
 Purchase order total including tax: \$7,350.00 (\$12.50 per month) (49 Ads Purchased)



**City of Santa Fe Visitor's Guide (Bella Media)**  
 1/6 page color ad.  
 Runs during entire month of January-June.  
 400,000 K copies distributed throughout NM.  
 Purchase order total including tax: \$2,850.00

**New Mexico Magazine (NM Vacation Guide)**  
 1/9 page color ad runs during entire month of January-June.  
 600,000 thousand outreach. Purchase order total including tax: \$950.00  
 \*Out of 600 K, 150 K will be mailed out to target demographics in Denver, Dallas, Chicago, etc.

# 2013-2014 Yearly Social Media Statistics

## Facebook

|                          | 3rd Quarter | July 1, 2013 | %   | August 1, 2013 | %  | September 1, 2013 | %   |
|--------------------------|-------------|--------------|-----|----------------|----|-------------------|-----|
| Total Likes              |             | 412          | N/A | 420            | 8+ | 427               | 7+  |
| People talking about MSL |             | 24           | N/A | 24             | 0  | 8                 | -16 |
| Check-Ins                |             | 24           | N/A | 24             | 0  | 8                 | -16 |

|                          | 4th Quarter | October 1, 2013 | %   | November 1, 2013 | %   | December 1, 2013 | %  |
|--------------------------|-------------|-----------------|-----|------------------|-----|------------------|----|
| Total Likes              |             | 438             | 11+ | 448              | 10+ | 451              | 3+ |
| People talking about MSL |             | 8               | 0   | 9                | 1+  | 4                | -5 |
| Check-Ins                |             | 8               | 0   | 9                | 1+  | 4                | -5 |

|                                 | 1st Quarter | January 1, 2014 | %   | February 1, 2014 | %  | March 1, 2014 | % |
|---------------------------------|-------------|-----------------|-----|------------------|----|---------------|---|
| Total Likes                     |             | 469             | 14+ | 471 as of 2-17   | 2+ |               |   |
| Number of Visits to MSL FB Page |             | 123             | 0   |                  |    |               |   |
| Total Reach Who Saw Activity    |             | 2,740           | 0   |                  |    |               |   |

|                                 | 2nd Quarter | April 1, 2014 | % | May 1, 2014 | % | June 1, 2014 | % |
|---------------------------------|-------------|---------------|---|-------------|---|--------------|---|
| Total Likes                     |             |               |   |             |   |              |   |
| Number of Visits to MSL FB Page |             |               |   |             |   |              |   |
| Total Reach Who Saw Activity    |             |               |   |             |   |              |   |

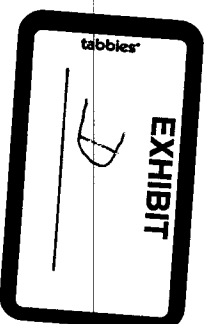
## Twitter

|                        | 3rd Quarter | July 1, 2013 | %   | August 1, 2013 | %  | September 1, 2013 | %   |
|------------------------|-------------|--------------|-----|----------------|----|-------------------|-----|
| Total Tweets for Month |             | 729          | N/A | 732            | 3+ | 745               | 13+ |
| Total Followers        |             | 221          | N/A | 225            | 4+ | 232               | 7+  |
| Total MSL is Following |             | 205          | N/A | 205            | 0  | 206               | 1+  |

|                        | 4th Quarter | October 1, 2013 | %   | November 1, 2013 | %  | December 1, 2013 | %   |
|------------------------|-------------|-----------------|-----|------------------|----|------------------|-----|
| Total Tweets for Month |             | 757             | 12+ | 763              | 6+ | 770              | 7+  |
| Total Followers        |             | 249             | 17+ | 254              | 5+ | 267              | 13+ |
| Total MSL is Following |             | 209             | 3+  | 211              | 2+ | 211              | 0   |

|                        | 1st Quarter | January 1, 2014 | %   | February 1, 2014 | %   | March 1, 2014 | % |
|------------------------|-------------|-----------------|-----|------------------|-----|---------------|---|
| Total Tweets for Month |             | 785             | 15+ | 794 as of 2-17   | 9+  |               |   |
| Total Followers        |             | Unknown         | 0   | 299 as of 2-17   | 32+ |               |   |
| Total MSL is Following |             | Unknown         | 0   | 236 as of 2-17   | 25+ |               |   |

|                        | 2nd Quarter | April 1, 2014 | % | May 1, 2014 | % | June 1, 2014 | % |
|------------------------|-------------|---------------|---|-------------|---|--------------|---|
| Total Tweets for Month |             |               |   |             |   |              |   |
| Total Followers        |             |               |   |             |   |              |   |
| Total MSL is Following |             |               |   |             |   |              |   |



# Yearly Website Statistics

## Google Analytics Summary

[www.linksdesantafe.com](http://www.linksdesantafe.com)

### 1st Quarter

| January       | Monthly Visits | Weekly Visits | Visit length | Page Views | Number of People Who Visited the Site | New Visits | Returning Visits |
|---------------|----------------|---------------|--------------|------------|---------------------------------------|------------|------------------|
| Jan 5-Jan 11  | 0              | 0             | 0            | 0          | 0                                     | 0          | 0                |
| Jan 12-Jan 18 | 0              | 0             | 0            | 0          | 0                                     | 0          | 0                |
| Jan 19-Jan 25 | 0              | 0             | 0            | 0          | 0                                     | 0          | 0                |
| Jan 26-Feb 1  | 0              | 0             | 0            | 0          | 0                                     | 0          | 0                |

|                 |     |     |     |     |     |     |     |
|-----------------|-----|-----|-----|-----|-----|-----|-----|
| January Totals: | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
|-----------------|-----|-----|-----|-----|-----|-----|-----|

\*Website Domain Transfer was not completed. Activated February 1, 2014.

| February      | Monthly Visits | Weekly Visits | Visit length | Page Views | Number of People Who Visited the Site | New Visits | Returning Visits |
|---------------|----------------|---------------|--------------|------------|---------------------------------------|------------|------------------|
| Feb 2-Feb 8   |                | 60            | 3:42         | 299        | 49                                    | 70%        | 30%              |
| Feb 9-Feb 15  |                | 253           | 3:24         | 1,319      | 214                                   | 72.70%     | 27.30%           |
| Feb 16-Feb 22 |                |               |              |            |                                       |            |                  |
| Feb 23-Feb 28 |                |               |              |            |                                       |            |                  |

|                  |  |     |      |      |     |     |     |
|------------------|--|-----|------|------|-----|-----|-----|
| February Totals: |  | 313 | 7:06 | 1618 | 263 | N/A | N/A |
|------------------|--|-----|------|------|-----|-----|-----|

| March         | Monthly Visits | Weekly Visits | Visit length | Page Views | Number of People Who Visited the Site | New Visits | Returning Visits |
|---------------|----------------|---------------|--------------|------------|---------------------------------------|------------|------------------|
| Mar 2-Mar 8   |                |               |              |            |                                       |            |                  |
| Mar 9-Mar 15  |                |               |              |            |                                       |            |                  |
| Mar 16-Mar 22 |                |               |              |            |                                       |            |                  |
| Mar 23-Mar 29 |                |               |              |            |                                       |            |                  |

|               |  |  |  |  |  |     |     |
|---------------|--|--|--|--|--|-----|-----|
| March Totals: |  |  |  |  |  | N/A | N/A |
|---------------|--|--|--|--|--|-----|-----|

# 2014 MS Tournament Calendar

EXHIBIT

tabbles

| Date: 2014            | Event:   |
|-----------------------|--|
| Sat. March 22         | Men's Club Icebreaker (Season Starts)                    |
| Sat. April 19         | Men's Club Joe Maestas                                   |
| Wed. May 14           | Senior Olympics  |
| Sat. May 17           | Men's Club   |
| Mon. May 19           | Temple Beth Shalom 9am mini-gun 25-30 golfers            |
| Sat. May 24           | Santo Nino Catholic Church Scramble 9am & 2pm double shc |
| Sat. May 31           | Men's Club 1st round of Matchplay                        |
| Wed. June 4           | NNMSMGA Tournament 90+ golfers                           |
| Fri. June 6           | Isaac Jaramillo Memorial Scramble 100+ golfers           |
| Sat June 7            | LLGA Meet & Greet  |
| Thur. June 12         | SFAHBA Scramble 100+ golfers                             |
| Sat. June 14          | Men's Club 2nd round of Matchplay                        |
| Wed. June 18          | LLGA "Whole Enchilada"                                   |
| Sat. June 21          | Men's Club   |
| Sat. June 28          | LLGA "4-Club"  |
| Thur. July 10         | LLGA Member-Guest  |
| Sat.-Sun. July 12,13  | S.F. City Championship                                   |
| Sat. July 19          | Men's Club 3rd round of Matchplay                        |
| Sat. July 26          | Men's Club   |
| Thur. July 24         | LLGA Invite  |
| Sat./Sun. Aug. 9,10   | Men's Club: Club Championship                            |
| Sat. Aug. 16          | Men's Club final round Matchplay                         |
| Sun. Aug. 17          | LLGA "Tombstone"   |
| Mon. Aug. 18          | SGNM 100+golfers   |
| Sat. Aug. 23          | Roadrunner Golf Scramble & shootout 40-50 golfers        |
| Sat./Sun. Sept. 13,14 | LLGA Club Championship                                   |
| Thur. Sept. 25?       | SF Community College Scramble                            |
| Sat. Sept. 20         | Men's Club   |
| Sat. Oct. 4           | NMOGA 100+golfers  |
| Sat. Oct. 11          | LLGA/Men's Club "Beat-the Pro"                           |
| Sat. Oct. 18          | Men's Club   |
| Sat. Nov. 15          | Men's Club   |



EXHIBIT "B"  
SIMPLIFIED FORMAT

tabbles'

EXHIBIT  
F

**2014 Proposed Fees - Simplified Format**

| GREENS FEES INDEX   | 2013 CURRENT FEES | 2014 PROPOSED FEES |
|---|-------------------|--------------------|
| 18-HOLE GREENS FEE (7-DAY)  | \$ 27.00          | \$ 30.00           |
| 9-HOLE GREENS FEE (7-DAY)   | \$ 18.00          | \$ 21.00           |
| AFTERNOON RATE (7-DAY)  | \$ 21.00          | \$ 23.00           |
| JUNIOR 18-HOLE (7-DAY)  | \$ 12.00          | \$ 14.00           |
| JUNIOR PM/9-HOLE (7-DAY)  | \$ 8.00           | \$ 10.00           |
| SENIOR 18-HOLE (7-DAY - includes cart)                            | \$ 30.00          | \$ 32.00           |
| SENIOR 18-HOLE WALKING(7-DAY)                                     | \$ 20.00          | \$ 22.00           |
| SENIOR PM/9-HOLE WALKING (7-DAY)                                  | \$ 14.00          | \$ 16.00           |
| SENIOR PM/9-HOLE (7-DAY - includes cart)                          | \$ 20.00          | \$ 22.00           |
| GREAT 28 FEES (NOTE: ALL G-28 FEES = UNLIMITED PLAY FOR THAT DAY) | 2013 CURRENT FEES | 2014 PROPOSED FEES |
| DAILY FEE (7-DAY)   | \$ 14.00          | \$ 16.00           |
| SENIOR FEE (7-DAY - includes cart)                                | \$ 17.00          | \$ 19.00           |
| SENIOR WALKING (7-DAY)  | \$ 11.00          | \$ 13.00           |
| JUNIOR FEE (7-DAY)  | \$ 7.00           | \$ 9.00            |
| GREAT 28 REPLAY RATE  | \$10 CART FEE     | \$10 CART FEE      |
| CARTS   | 2013 CURRENT      | 2014 PROPOSED FEES |
| 18-HOLE CART  | \$ 17.00          | \$ 17.00           |
| 9-HOLE (OR PM RATE) CART  | \$ 10.00          | \$ 10.00           |
| VOLUME DISCOUNT CARD RATES  | 2013 CURRENT      | 2014 PROPOSED FEES |
| 5-ROUND VALUE CARD  | \$120             | \$125              |
| 10-ROUND VALUE CARD   | \$220             | \$225              |
| 20-ROUND VALUE CARD   | \$420             | \$425              |
| 30-ROUND VALUE CARD (BEST VALUEI)                                 | \$630             | \$635              |
| GROSS RECEIPTS TAX (GRT): Prices above include                    |                   |                    |

| GREENS FEES INDEX                              | 2014 PROPOSED FEES |
|--|--------------------|
| WEEKDAY 18-HOLE GREENS FEE                     | \$30.00            |
| WEEKEND 18-HOLE GREENS FEE                     | \$30.00            |
| WEEKDAY 9-HOLE GREENS FEE                      | \$21.00            |
| WEEKEND 9-HOLE GREENS FEE                      | \$21.00            |
| WEEKDAY AFTERNOON RATE                         | \$23.00            |
| WEEKEND AFTERNOON RATE                         | \$23.00            |
| JUNIOR 18-HOLE WEEKDAY FEE                     | \$14.00            |
| JUNIOR 18-HOLE WEEKEND FEE                     | \$14.00            |
| JUNIOR AFTERNOON/9-HOLE (ALL)                  | \$10.00            |
| SENIOR GREEN FEES INDEX                        | 2014 PROPOSED FEES |
| SENIOR 18-HOLE RATE (WALKING)                  | \$22.00            |
| SENIOR 9-HOLE RATE (WALKING) ALL               | \$16.00            |
| SENIOR WEEKDAY 18-HOLE (RIDING)                | \$32.00            |
| SENIOR WEEKEND 18-HOLE (RIDING)                | \$32.00            |
| SENIOR AFTERNOON 9-HOLE WKDAY                  | \$22.00            |
| SENIOR AFTERNOON 9-HOLE WKEND                  | \$22.00            |
| GREAT 28 WEEKDAY SENIOR RATE                   | \$19.00            |
| GREAT 28 WEEKEND SENIOR RATE                   | \$19.00            |
| GREAT 28 SENIOR WALKING                        | \$13.00            |
| "GREAT 28" & VALUE CARD                        | 2014 PROPOSED FEES |
| GREAT 28 WEEKDAY RATE                          | \$16.00            |
| GREAT 28 WEEKEND RATE                          | \$16.00            |
| GREAT 28 JUNIOR RATE (ALL)                     | \$9.00             |
| GREAT 28 REPLAY RATE                           | \$10 CART FEE      |
| VOLUME DISCOUNT CARD RATES                     | 2014 PROPOSED FEES |
| 5-ROUND VALUE CARD                             | \$125              |
| 10-ROUND VALUE CARD                            | \$225              |
| 20-ROUND VALUE CARD                            | \$425              |
| 30-ROUND VALUE CARD (BEST VALUEI)              | \$635              |
| GROSS RECEIPTS TAX (GRT): Prices above include |                    |