



# Agenda

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## PARKS DIVISION

### MARTY SANCHEZ LINKS DE SANTA FE ADVISORY COMMITTEE MEETING

THURSDAY September 13, 2012

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

August 16, 2012

5. Comments from Chairman – Maurice Bonal
7. Staff Reports
  - Administration – (Revenue and golf rounds summary, Admin. updates)
  - Superintendent – (Golf course conditions update)
  - Marketing – (Advertising updates)
  - Pro-Shop – (2012 Tournament calendar updates)
  - Back 9 Grill – (Restaurant updates)
7. Matters from the Committee
8. Old Business
  - Nominate Employee for “Muchas Gracias” Certificate
  - Golf Memorial/Tom Cole’s Proposal Update
9. 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 Summary of Minutes  
Marty Sanchez Links de Santa Fe  
September 13, 2012**

<b><u>INDEX</u></b>	<b><u>ACTION TAKEN</u></b>	<b><u>PAGE(S)</u></b>
Cover Page		1
Call to Order	Call to Order by Mr. Fred Lopez, Acting Chair at 3:10 pm	2
Roll Call	By verbal roll call, a quorum was not available until later in the meeting. The Chair arrived at 3:15 pm.	2
Approval of Agenda Staff requested change in agenda in order to accommodate Mr. Tom Cole's report on memorial.	Mr. Lopez moved to approve the agenda as amended, second by Ms. Lindell, motion carried by unanimous voice vote.	2
Approval of Minutes August 16, 2012	Ms. Shaya moved to approve the minutes of August 16, 2012 as presented, second by Mr. Sanchez, motion carried by unanimous voice vote.	2
Comments from Chair	Informational	3
Staff Reports Pro Shop Superintendent Report Marketing Back 9 Grill Administration	Informational	3-4
Matters from the Committee	Informational	4
Nominate Employee for "Muchas Gracias" Certificate	Mr. Lopez moved to nominate Deanna Guerrero-Garcia for the Muchas Gracias, second by Dr. Siegel, motion carried by unanimous voice vote.	5
Old Business Golf Memorial	Informational	5
Signature Page and Adjournment	<i>Ms. Shaya moved to adjourn at 4:00 pm, second by Mr. Lopez, motion carried by unanimous voice vote.</i>	5

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

Thursday - September 13, 2012

MARTY SANCHEZ LINKS DE SANTA FE – ADMINISTRATION BUILDING  
3:00 P.M. – 4:00 P.M.

**1. Call to Order**

The meeting was called to order by Vice Chair Fred Lopez at 3:10 pm, a quorum did not exist at the time of roll call. A quorum was available at 3:30 pm with the arrival of additional members to constitute a quorum.

**2. Roll Call**

**Present:**

Maurice Bonal, Chair

Fred Lopez

Lee Sanchez

Tila Shaya

Ned Siegel

Signe Lindell

**Absent:**

Al Jahner, excused

Karleen Boggio-Montgomery, excused

Jake “Coach” Martinez

John Gabaldon

**Others Present:**

Jennifer Romero, Administration

John Allen, Golf Course Superintendent

Ross Nettles, Golf Pro

Clarissa Lovato, Marketing – elevate Media

Tom Cole, Memorial Spokesperson

Fran Lucero, Stenographer

**3. Approval of Agenda**

Tom Cole to be heard before the Administrative Report.

*Mr. Lopez moved to approve the agenda as amended, second by Ms. Lindell, motion carried by unanimous voice vote.*

**4. Approval of previous minutes**

August 16, 2012

*Ms. Shaya moved to approve the minutes of August 16, 2012 as presented, second by Mr. Sanchez, motion carried by unanimous voice vote.*

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

(Comments within section of meeting notes below)

6. **Tom Cole (moved up from Old Business)**  
**Stone is in, plaques have been delivered to the stone man. Expected delivery date is October 16<sup>th</sup>, it will be unveiled on October 20<sup>th</sup>. Mr. Cole encouraged everyone to play, proceeds benefit the memorial and the Delancy Street.**

7. **Staff Reports**

**Administration – (Revenue and Golf Rounds Summary, Admin. Updates)**

Golf Cart Revenue in August: 48,500, up by 1,541; Pro-Shop Revenue, 32,081, up 875, Driving Range Revenue, 9,984 down by (666), Golf Tournament Revenue – no revenue for August down (4,075), (Golf course conditions update), Rounds of Golf, 5,247 up by 218, Green Fees Revenue, 99,481 up by 5,732.

Additional report provided is the Net Detail Sales by Item which shows the breakdown of rounds in each structure.

**Superintendent, Golf Course Conditions Update - Mr. John Allen**

Grooming, cutting, trimming and detailing the golf course. We have worked around the lakes; the lakes suffered a big algae breakout. We are researching how we can take it out and start fresh next spring. We want to make sure what we use does not harm the wildlife. We are also working with the gophers hoping they would leave. Fairways are looking better, in the process of fertilizing again; we are using the liquid fertilizer. We have iron added in which helps the color. The yellow in the greenways is a deficiency of iron. Greens have recovered from the aeration treatment. Re-seeding some of the bunker slopes. All in all we are in good shape, getting ready for winter. We hope to complete the seeding and sod in the next 10 days; we have about 5 weeks of growth right now. The irrigation now is running the way it should and the rain is helpful.

The Chair commented that the greens are in very good shape and compared to other places he has golfed recently. Thank you for the good job.

**Marketing – (Advertising Updates) – Clarissa Lopez**

Marketing Promotion Summary provided to the committee members for review. Volume discount card program: sold 5 in August with revenue of \$2,820. Players Pass Card – 8 sold through August generating \$1,000 in pre-paid revenue. Web Stats: 1,980 visitors in August, down by 1,000 visits. In the process of printing the new rack brochures which will be bi-fold and 15,000 have been ordered. They will be distributed to visitor centers statewide as well as to the Albuquerque International Balloon Fiesta. Clarissa talked about the Social Media. Even though it shows 326 likes it results in over thousand of hits. We also see about 380 hits from out of country visitors interested in Santa Fe. The Sunset Special has started and is being advertised through the SF New Mexican, KVSF-FM Radio, Santa Fe.com banner, MSL database, social media and golf course video screens.

Q: Do we have a place on our website where we ask people to sign up? Yes

Q: How many names do we have of e-mail addresses? 600 Administration did a purge when they had approximately about 1,400 and so many of the e-mail addresses were no longer active.

Q: Does it cost us to have names in the data base? No

Clarissa said she keeps the active members in the database. It was suggested that we try to get more than 600 names in our data base. It might be that we use some of our advertising resources and develop a promotion to bring our amount of e-mail addresses. A target goal is 1,000.

With the city asking that we cut back by 33% in marketing we need to be creative on how we keep the name and services of Marty Sanchez Links out in the open.

The Chair asked if the Convention Bureau is working hand in hand with Marty Sanchez links. No. The Chair recommended that we research how we can partner and build our visibility.

#### **Pro-Shop – (2012 Tournament Calendar Update)**

We have never had the Boy's and Girl's Club to Marty Sanchez Links; they will be out next week. We will also see NMOGA very soon. The Indian School is out as an afterschool program. Most schools do not have transportation to come out to the course.

#### **Back 9 Grill – (Restaurant Update)**

Mario is out of town. Jennifer will have a follow up meeting next week and she will share results with the Chair and members on the outcome. Mr. Lopez asked for clarification, are his financials in? Jennifer said, yes.

### **7. Matters from the Committee**

Sub committees will be meeting to discuss rounds and rates and will bring the report back to the committee. Q: What is the time line to implement the new fees? The Chair said they should look at March, 2013. Mr. Lopez said that they have provided a budget to the city and they would need to send a modified budget. Jennifer said that on the financial side all factors need to be looked at; right now they have a set budget that will run until June 30<sup>th</sup>, if it affects the budget they would go back to the governing body and city manager and advise them how the projections are going to be affected. Revenue and expenses will be affected. Jen said, "If we make a decrease and we don't meet our projections, it is not impossible, but these are factors we have to look at."

The Chair commented that this is why they leave a 25% margin. Mr. Lopez said if you do a 25% increase it doesn't affect the budget, but if you have a 25% decrease you will need to approach the governing body and let them know why and that you will go to the debt fund for relief. In the last two years we raised our fees and we lost 30% of our revenue. Marketing is saying we are going to increase rounds and decrease rate.

Clarissa Lovato: There is a special promotion clause where you can go back to the city council and request a change.

This topic of discussion will go before the sub-committee. If there is going to be a motion made at the next meeting to send this back to the City Manager we need to work on the wording and bring the action items from the sub-committee to the Marty Sanchez Links Advisory Committee Meeting.

**8. Old Business**

**Nominate Employee for “Muchas Gracias” Certificate**

*Mr. Lopez moved to nominate Deanna Guerrero-Garcia for the Muchas Gracias, second by Dr. Siegel, motion carried by unanimous voice vote.*

**Golf Memorial/Tom Cole’s Proposal Update**

*Covered above before Administrative Report.*

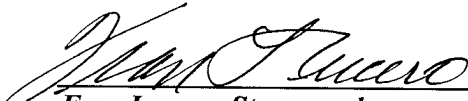
**9. Adjournment**

*Ms. Shaya moved to adjourn at 4:00 pm, second by Mr. Lopez, motion carried by unanimous voice vote.*

*Signature Page:*

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*Maurice Bonal, Chair*



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*Fran Lucero, Stenographer*

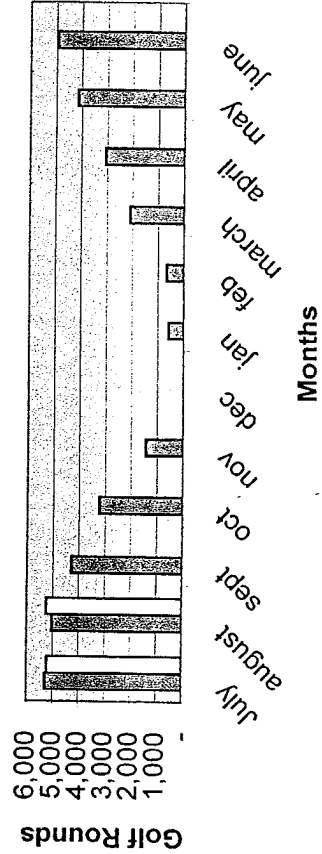
Marty Sanchez Links de Santa Fe Golf  
Summary

## ROUNDS of GOLF

Months	11/12 rds Actual	12/13 rds Actual	over/ under/ LFY
July	5,297	5,215	(82)
august	5,029	5,247	218
sept	4,282	-	-
oct	3,223	-	-
nov	1,433	-	-
dec	3	-	-
jan	571	-	-
feb	653	-	-
march	2,092	-	-
april	3,051	-	-
may	4,154	-	-
june	4,938	-	-
Totals rounds	34,726	10,462	136
# incl tourna.			1%

LFY11/12 34,726 10,462 \$(24,264)

## Golf rounds comparsion



## GREEN FEES REVENUE

Months	11/12 revenue actual	12/13 revenue actual	over/ under/ LFY
July	\$ 101,498	\$ 95,367	\$ (6,132)
august	93,748	99,481	5,732
sept	78,828	-	-
oct	59,916	-	-
nov	27,054	-	-
dec	51	-	-
jan	10,211	-	-
feb	13,114	-	-
march	39,988	-	-
april	62,079	-	-
may	77,949	-	-
june	93,498	-	-
internal deposits	663	-	-
internal deposits	150	-	-
internal deposits	-	-	-
Totals	\$ 658,748	\$ 194,847	\$ (399)
# incl tourna.			0%

June LFY 11/12 \$ 658,748 \$0  
June LFY 12/13 \$ 194,847 \$0

projections based on last fiscal yr 11/12

FY12/13 budget totals

NOTE:

Total Greens Fee Revenue incl: AUG 2012

Gms Fees = \$ \$94,743.54

GRT total = \$ \$4,737.18

Total Gms &amp; GRT \$99,480.72

Internal Deposits by our office:

\*SNOW DAYS TOTAL FOR:

\*INTERNAL DEPOSITS:

## Summary

## GOLF CART REVENUE

Months	11/12 revenue actual	11/12 revenue actual	over/under/ LFY
July	\$ 47,832	\$ 47,985	\$ 153
august	46,959	48,500	\$ 1,541
sept	37,081	-	-
oct	27,458	-	-
nov	9,994	-	-
dec	41	-	-
jan	3,039	-	-
feb	3,513	-	-
march	14,141	-	-
april	22,311	-	-
may	33,774	-	-
june	45,303	-	-
Totals	\$ 291,444	\$ 96,485	\$ 1,694
			2%
LFY 11/12	\$ 291,444	\$ 96,485	\$ (194,959)

## PRO-SHOP REVENUE (gross)

Months	11/12 revenue actual	11/12 revenue actual	over/under/ LFY
July	\$ 30,252	\$ 29,017	(1,235)
august	\$ 31,206	32,081	875
sept	\$ 27,159	-	-
oct	22,848	-	-
nov	10,214	-	-
dec	6,971	-	-
jan	4,775	-	-
feb	6,912	-	-
march	14,495	-	-
april	25,015	-	-
may	31,998	-	-
june	38,359	-	-
Totals	\$ 250,204	\$ 61,098	\$ (360)
			-1%
LFY 11/12	\$ 250,204	\$ 61,098	\$ (189,106)

## DRIVING RANGE REVENUE

Months	11/12 revenue actual	11/12 revenue actual	over/under/ LFY
July	\$ 10,853	\$ 9,992	\$ (861)
august	10,650	9,984	\$ (666)
sept	8,181	-	-
oct	5,849	-	-
nov	3,433	-	-
dec	599	-	-
jan	1,956	-	-
feb	2,251	-	-
march	5,590	-	-
april	7,103	-	-
may	7,672	-	-
june	9,821	-	-
Totals	\$ 73,959	\$ 19,976	\$ (1,527)
			-7%
LFY 11/12	\$ 73,959	\$ 19,976	\$ (53,983)

## GOLF TOURNAMENT REVENUE

Months	11/12 revenue actual	11/12 revenue actual	over/under/ LFY
July	\$ 6,378	\$ 8,834	\$ 2,456
august	4,075	-	\$ (4,075)
sept	4,473	-	-
oct	3,436	-	-
nov	-	-	-
dec	-	-	-
jan	-	-	-
feb	190	-	-
march	-	-	-
april	190	-	-
may	190	-	-
june	5,037	-	-
Totals	\$ 23,970	\$ 8,834	\$ (1,619)
			-15%
LFY 11/12	\$ 23,970	\$ 8,834	\$ (15,136)



# THE MARTY SANCHEZ LINKS DE SANTA FE

## CALENDAR OF EVENTS 2012

DATE	DAY	TOURNAMENT
5-Apr	Thursday	LLGA Ladies' Day begins
9-Apr	Monday	Capital HS Tourney - 9:00 mini-gun
13-Apr	Friday	Top Dress Great 28
April 16-17	Mon-Tues	Top Dress Greens - F9 & B9
21-Apr	Saturday	Men's Club - 9:00-11:30 a.m. - Joe Maestas Scramble - 60±
30-Apr	Monday	District 2AAAA Tourney - 9:00-11:30 a.m.
5-May	Saturday	LLGA Meet & Greet - 9:00 a.m. shotgun 40±
12-May	Saturday	Ping Demo Day - 10:00 a.m. - 2:00 p.m.
16-May	Wednesday	Senior Olympics - ttmz 9:00 - 11:30 a.m.
18-May	Friday	Christian Life golf outing - 9:00 - 10:00 ttmz
19-May	Saturday	Men's Club - 8:00-10:00 a.m.
19-May	Saturday	Nike Demo Day 10:00 a.m.-2:00 p.m.
20-May	Friday	Taylor Made Demo Day 10:00 a.m. - 2:00 p.m.
20-May	Sunday	LLGA 4-Club Tournament - 9:00 a.m. TTMZ - 40±
21-May	Monday	Santa Fe Fiesta Council tourney - 9:00 a.m. shotgun
1-Jun	Friday	Isaac Jaramillo Memorial Golf Tournament - 9:00 a.m. shotgun
2-Jun	Saturday	LLGA Whole Enchilada on Great 28 8:00 a.m. mini-gun
9-Jun	Saturday	Titleist Demo Day - 10:00 a.m. - 2:00 p.m.
13-Jun	Wednesday	Northern NM Seniors - 9:00 shotgun 100±
14-Jun	Thursday	Santa Fe Homebuilders tourney - 9:00 shotgun 100±
16-Jun	Saturday	Men's Club - 8:00-10:00 a.m.
22-Jun	Friday	AGC of Texas Annual Conference golf outing - 8:00 a.m. mini-gun - 50±
23 & 24 Jun	Sat. & Sun.	LLGA Eclectic 8:00-9:00 a.m. TTMZ 40±
30-Jun	Saturday	Golf Channel Amateur Tour - ttmz 10:00 - 12:00
3-Jul	Tuesday	SCPGA Junior Golf Assn. tournament - 9:00 shotgun on 18; 10:00 shotgun on G-28
6-Jul	Friday	Mayor's Cup Pro-Am - 9:00 a.m. shotgun
7-Jul	Saturday	Mayor's Cup - 9:00 a.m. shotgun
8-Jul	Sunday	Mayor's Cup - 9:00 a.m. shotgun
9-Jul	Monday	State Women's 9-hole Golf Assn. - 8:30 mini-gun 45±
12-Jul	Thursday	LLGA Invitational - 9:00 shotgun - 80±
14-Jul	Saturday	Santa Fe Mountain Adventures 9-hole event - 1:00 p.m. mini-gun
15-Jul	Sunday	Family Swing - parent/junior golf outing - 9:00-10:00 ttmz
21-Jul	Saturday	Men's Club tourney - 8:00-10:00 a.m.
23-Jul	Monday	LLGA Inter-City Invitational - 9:00 shotgun 80±
4-Aug	Saturday	LLGA "Shamble" 8:00-9:00 a.m.
13-Aug	Monday	SF Chamber of Commerce - 8:30 shotgun 100±
18 & 19-Aug	Saturday	Men's Club Championship - 8:00-10:00 a.m.
20-Aug	Monday	NM Senior Women's Golf Assn. - 9:00 shotgun 60±
24-Aug	Friday	Blue Corn Café tourney - 9:00 a.m. mini-gun 60± (tentative)
25-Aug	Saturday	Roadrunner Golf Group - ttmz 9:00 - 11:00
26-Aug	Sunday	LLGA "Tombstone" - 8:00-9:00 a.m.
28-Aug	Tuesday	Senior Golfer's of NM - 9:00 shotgun 100±
31-Aug	Friday	Fore Kids Fundraiser - 9:00 a.m. shotgun - 80±
1 & 2 Sept	Sat. & Sun.	Men's Club 2-day Match Play tourney - 8:00-10:00 a.m. each day
4, 5, & 6-Sept	Tues., Wed., Thu.	Top Dress Greens - F9, B9, G28
7-Sep	Friday	Fiesta Classic - 9:00 a.m. shotgun - 80±
11-Sep	Tuesday	North East Seniors Golf Assn. - 9:00 shotgun 80±
13-Sep	Thursday	<del>Kiva Club - 30-40 players - details to follow</del>
15-Sep	Saturday	Men's Club - 8:00-10:00 a.m.
22 & 23-Sept	Sat. & Sun.	LLGA Club Championship - 8:00 TTMZ - 32±
23-Sept	Sunday	OAEC golf outing 2:00-3:00 p.m.
26-Sept	Wednesday	Boys & Girls Club Fundraiser - 9:00 shotgun 80±
30-Sept	Sunday	Albuquerque Moose Lodge 9:00 "Mini-Gun" 40±
6-Oct	Saturday	HES/NMOGA tournament - 9:00 shotgun - 100+
13-Oct	Saturday	Men's Club/LLGA Beat the Pro - 9:00-11:00 a.m.
20-Oct	Saturday	"The Mills" Memorial Fundraiser - 9:00 shotgun 60±
27-Oct	Saturday	Men's Club - 8:00-11:00 a.m.

Net Detail Sales by Item  
Golf Shop for Aug 1/12 thru Aug 31/12  
All Days

No.	Sales	Item A	vg. Price	# of Sales	\$\$\$ Value
2	01X040	Senior 18 hole weekday	16.97	1173	19911.26
4	01X005	Afternoon Weekday	21.95	391	8583.34
5	01X001	18 hole Weekday	30.08	268	8061.09
6	01X042	Senior PM/9 weekday	13.01	595	7739.87
7	01X039	Senior 18 - Walking	22.22	331	7356.25
8	01X002	18 hole Weekend	30.69	218	6689.52
9	01X041	Senior 18 hole weekend	19.16	322	6169.85
10	01X014	Great-28 wkday	15.92	298	4744.54
11	01X006	Afternoon Weekend	24.04	157	3774.04
12	01X049	Great-28 Senior Walking	13.6	229	3115.27
14	01X048	Senior 9 Walking (all)	17.43	164	2858.6
15	01X044	Great-28 Senior weekday	10.8	261	2819.29
17	01X011	9-hole weekday	21.57	111	2394.06
18	01X015	Great-28 wkend	17.93	120	2151.81
19	01X043	Senior PM/9 weekend	15.32	88	1348.52
20	01X018	Great-28 Junior	8.85	124	1097.37
22	01X045	Great-28 Senior weekend	12.93	66	853.14
23	01X019	Sat. Junior Special	15	51	765
24	01X012	9-hole weekend	21.84	35	764.46
26	01X013	PM/9-hole Junior	9.81	40	392.4
28	01X003	18 hole weekday junior	13.33	11	146.63
29	01X072	RAIN-CHECK ROUND	0.18	0	19.52
31	01X016	G-28 Replay	6.19	11	68.09
32	01X004	18 hole weekend junior	15.24	4	60.96
33	01X017	18-hole replay (no cart)	10.75	2	21.5
35	01YG01	Yardage Guide	2.86	6	17.16
43	01X073	HIGH SCHOOL GOLF	0	11	0
44	01X074	FORE KIDS COMP ROUND	0	4	0
			Total:	5091	91923.54
35	less	Yardage Guide # of Sales		6	
			Total:	5085	91923.54
13	01X066	30-PUNCH PASS GREENS FEE	19.86	144	2860
27	01X065	20-PUNCH PASS GREENS FEE	21	9	189
29	01X064	10-PUNCH PASS GREENS FEE	22	4	88
30	01X063	5-PUNCH PASS GREENS FEE	15.8	5	79
			Total:	162	
25	03X003	20-ROUND PP PURCHASE	420	1	420
16	03X004	30-ROUND PP PURCHASE	600	4	2400
			Total:		2820

Total Sales + PP Greens  
Fees

Total: 5247 94743.54

*new report Breakdown of Rounds in each structure*