

RECREATION CENTERS OF SUN CITY, INC.

Golf Advisory Committee

May 8, 2025

Chair Preston Kise called the May 8, 2025 meeting to order at 8:30am in the Lakeview SH#2.

Present: Chair Preston Kise, Co-Chair John Bressett; Committee Members Barry Broomham (SCMGA President); Mike Lust (South); Cal Frank (Riverview); Betty Lust (Lakes East); Doug Carlton (VP SCMGA); Sue Madden (Quail); Rich Lybolt; Cindy Aguilar (SCWGA); Polly Thompson (Lakes West); Cristi Dorsch (Willowcreek); Vown Drohman (Willowbrook); Dennis Meeter (Quail); Bill Talbert (Lakes East); Mariann Peterson (North); Bob Brandolini (Lakes West); Linda Hardman (Willowbrook);

RCSC Staff: Golf Shop Manager Chris Linam

Guests: Brad Zimmerman, Willowcreek; Rosie Oblinger, Riverview

Review/Amend Prior Meeting Summary: The Summary from the April 10, 2025 meeting was accepted as presented.

Brian Duthu, Director of Golf Report: None

Chris Linam, Pro Shop Manager report:

Pro Shops missed budget for April, we were roughly \$92,000 behind budget but we were \$5,000 ahead of last year, also we were down 3,920 rounds for April over last year (37,961 Rounds for 2024 & 34,041 Rounds for 2025).

June 1 all RCSC golf courses will be switching to a maximum of four (4) golfers per tee time (maintaining the 3 cart rule), the trial is scheduled to run through September 30.

This trial has three purposes:

1. To gauge the effectiveness of foursomes on improving pace of play.
2. To determine the impact of foursomes on the "bump rate" (unsuccessful lottery requests) for golfers using the lottery system.
3. To see if foursomes will decrease the percentage of tee time no-shows.

The effectiveness of the trial will be presented to the Golf Advisory Committee when they reconvene in October.

With fairway/greens aerification starting next month, we would like to remind everyone that this will be an extended closure since we are combining both fairway & greens aerification at one time, instead of 2 course closures over the summer.

Our single courses (South, North, Riverview & Quail Run) pro shops/snack shops will be closing on the following days so be sure to plan your tee times & breakfast accordingly.

Fairway/Green Aerification

Start	End	
June 2	June 13	South
June 9	June 20	North
June 16	June 27	Lakes West
June 23	July 4	Lakes East
June 30	July 11	Riverview
July 7	July 18	Willowcreek
July 14	July 25	Willowbrook

The single course Pro Shops will be open 5 days prior to re-opening from 6:00am-9:00am if you need to call in for tee times or make changes to existing times.

A question was asked on what is being done to communicate to the members that starting June 1, we will be having only 4 some's thru September 30. The response was that there would be dates and postings in each pro shop.

SCMGA Report: Barry Broomhand announced that the next tournament is the Two-man Stableford scheduled for June 6th and 7th 2025 at Lakes West and Riverview.

SCWGA Report:

Ladies 18-Hole Cindy Aguilar added that they had their meeting last month and held a brainstorming session on ways to increase revenue for golf.

Group 1

1. Have other clubs pay a fee for their activities
2. Increase public fees
3. Trail fees
4. Take a percentage of outside tournaments that participate at our facilities.

Group 2

5. Have one of the courses, a premiere course
6. Six-month golf course passes
7. Lease Equipment rather than purchase
8. Increase twilight golf
9. Outside tournaments
10. Expand snack bar hours

Group 3

11. Increase fees from the public
12. Increase cart fees
13. Dynamic pricing
14. More outside tournaments

15. Seek Corporate sponsors
16. Club fittings to grip replacements
17. monthly pass for non-residents priced

Ladies 9-hole: No report

Old Business: What is the status of Board Policy 17 changes? There have been no changes to BP 17 since May 2024. There may have been miscommunication regarding fees and hours worked for Rangers.

Greens committee volunteers and what they do is still a work in progress. Contact information should be posted in pro shops at each golf course.

Can the golf course restrooms be decorated? Yes, but that doesn't include painting. If a restroom needs painting, a work order must be submitted.

Has anything been done to set up gold tees at Willowbrook? Not yet Golf Shop Manager Chris Linam has the card and will handle.

New Business: Chair Preston Kise and Co-Chair Bressett spent over 3 hours working with TEG representatives discussing data reporting historically and payment methods over time and identifying no shows and applying penalties. There must be an equitable assignment of penalties across all groups not just those using the lottery. Notification to cancel a tee time needs to be done 24 hours in advance.

Beverage prices will be reviewed next month, and results will be shared. Privately acquired beverages and food may not be brought into the snack bar and/or patios.

Director of Finance Kevin McCurdy will be preparing budgets showing golf cost and revenue for review by the GAC.

With rounds of golf decreasing, what is the best way forward? What can we do to raise revenue while not losing players?

WC/WB ideas for creating revenue were presented for review and discussion. Document Follows:

- **Relook at the outside tournament policy/restrictions:** Approximately two years ago, the GAC recommended to the board that we limit the outside tournaments to weekends only and only on one course north and one course south of Grand Ave. Previously, outside tournaments were able to book each day of the week. Restricting tournaments during the week helped to lower the bump rate for RCSC members but resulted in lower tournament revenue. However, the bump rate has declined less than 1% from last year. 1% is 3000 more rounds for RCSC residents so increasing outside tournaments could bring us back to the "I can't get a tee time" complaints of the past. We may want to try opening one course for tournaments during the week to measure the effect on the bump rate.

- This item was discussed at length and determined to be of some benefit and will be for discussion when the new Director of Golf is hired.
- **Tie the RCSC employee benefit for golf rounds to the charge for the Ranger program:** Limit the benefit to greens workers, pro shop staff, snack bar staff or anyone in the golf support chain. BP17 states the ranger play rate will be the seasonal surcharge rate which currently is \$9/7. Recommend both programs pay the seasonal surcharge rate. All other RCSC employees will lose this benefit.
 - While this item may generate revenue the impact may have an adverse effect on staff.
 - Board Policy 17 will need to be revised if this is enacted.
- **Increase the small group booking fee from \$2 to \$3 per person.** The idea here also is to maintain consistency across RCSC golf operations for similar bookings. The current policy generates complaints from members that believe this policy is unfair to the rest of the golfing population. May want to consider applying this to all groups including SCMGA and SCWGA events larger than 30 players.
 - Discussion included a change in how small groups would get tee times and could have serious effect on the bump rate.
- **Develop a dynamic flex pricing model for outside play.** Several area courses (UH, Coyote Lakes, PB) offer this idea through their own websites and through Golf Now. Software would have to be in place to do this, more management effort may be required, but certainly a possibility. Brian talked about this at the recent member exchange and there may be software limitations given our current situation. Given the demand at twilight and super twilight, it seems we could charge more at times and allow some experimentation without a lot of risk to driving them away.
 - Dynamic pricing was discussed but no decision was made. This is a tough subject as there are several factors that may adversely affect golf revenue. Still open for further discussion and will require Board approval.
- **Limit the retail inventory and scope.** Pro-shop sales have not been profitable for a while. We seem to be a cross between a municipal course minimally stocked check-in office and a fully stocked pro shop. It does not seem to be working. Do we want to just sell balls, tees, hats and towels or do we have fully stocked professional-looking golf shops?

The recommendation is to just sell tees, balls, and towels. There is too much competition from Amazon, Valley Golf, and other businesses to make other sales profitable.

 - After discussion, this item was tabled for discussion when the new Director of Golf is hired.
- **Charge a fee to teaching pros that are using RCSC facilities.** Corte Bella and several other area courses use this model for pros that use their facilities to conduct lessons. The lesson fee could be paid through the pro-shop, and the proceeds are credited to the teaching pro.

- No Discussion.
- **Charge a small trail fee, \$20-30 annually including a sticker for carts.** This would generate a small amount of revenue but also provide the Rangers with a way to identify players who refuse to disclose their name and member number.
 - Discussed and rejected as just another fee added to residents.
- **Charge a fee for groups that want to play with more than 3 carts.** Charge a \$10 or \$20 fee for every cart in the group if they want to use 4 or 5 carts. This would only be available to RCSC members. Starters could ask the question at check in, and Rangers could check for receipts from groups with more than 3 carts.
 - Not Discussed.
- **Develop, manage, and execute a corporate sponsor program for selected tournaments, pro shops, course naming, club demos.** Reference is made to Jim Underwood's paper. This is a great idea, but the reality is that we do not have a marketing arm to make these deals, and then the ops staff to execute. We understand that pickleball and softball do have an effective corporate sponsor program. Combining all of these at the RCSC might offer some synergism. Request the new director of golf research for feasibility.
 - Cost prohibitive as staff would be added to handle this.
- **Conduct a raffle once a year.** It is possible to be planned, organized, and executed by GAC. Say two significant cash prizes or if we really want to go big, a \$15K golf cart, an annual pass, etc. with the goal of doubling our money.
 - Discussed but not much interest.

Course Reports:

North: No Report.

South: Had some water problems and had to do sodding of bare spots. With the current rain it is improving. Stimp meter is at 8.

Quail Run: Course is closed, no report. The rework project is 2 weeks ahead of schedule. The lake is filling and there will be no impact on the nature area.

Lakes East: Course is in good shape. Hole #14 is much improved after all the repair work.

Lakes West: Course is in good shape and getting better.

Riverview: Course is in good shape. Flag placement continues to be a problem.

Willow Creek: The course is playing better now than when it came out of overseed with the exceptions of the roughs which are thin or nonexistent. Grass is high and needs to be cut lower.

Willow Brook: Areas around restrooms are bare and need to be covered in gravel. Metal sculptures have been added to brighten up the course.

Guest Comments:

When will the back nine at North be converted to Tiff Tuff? The response was hopefully next year.

The fee structure for golf needs to be changed to accommodate part-time residents and snowbirds.

Water fountains on the courses need to be updated. That will not happen, there is no outside water cooler available.

Keep carts out of rough. Stay on the cart path as much as possible.

Rangers are not doing their job; they are just riding around to get \$2 dollar golf. Jaye Sprague will handle.

Adjournment: The Meeting was adjourned at 10:42am.

Next Meeting: June 12, 2025, at 8:30am – Lakeview Social Hall #2

Respectfully submitted,

Richard Lybolt Secretary