



**JOINT WORK SESSION MEETING  
AGENDA  
CITY OF CREVE COEUR  
CITY COUNCIL AND GOLF COURSE TASK FORCE  
300 NORTH NEW BALLAS RD  
AUGUST 14, 2017  
6:00 PM**

**CALL TO ORDER**

**ROLL CALL**

**DISCUSSION ITEMS**

**1. Work Session Minutes Dated June 26 and July 24 2017**

**2. Golf Task Force Final Report**

**Summary:** The power point presentation is the summary of work over the 18 month time frame given by council to the eight member task force. The task force focused on mid to long term goals to improve the financial stability of the golf course.

**Pursuant to Section 610.022 RSMo., the City Council could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under Section 610.021(1) RSMo. and/or personnel matters under Section 610.021(13) RSMo. And/or employee matters under Section 610.021(3) RSMo. and/or real estate matters under Section 610.021(2) or other matters as permitted by Chapter 610.**

Posted: \_\_\_\_\_ posted 08/10/2017  
Deborah Ryan, MPCC  
City Clerk



**City Council**  
300 North New Ballas Rd  
Creve-Coeur, MO 63141

**SCHEDULED**

Meeting: 08/14/17 06:00 PM  
Department: Legislative /City Clerk  
Category: Report  
Prepared By: Debbie Ryan  
Initiator: Debbie Ryan  
Sponsors:

**DRAFT MINUTES (ID # 2575)**

DOC ID: 2575

## **Work Session Minutes Dated June 26 and July 24 2017**



**WORK SESSION MEETING  
MINUTES  
CITY OF CREVE COEUR  
CITY COUNCIL  
300 NORTH NEW BALLAS RD  
JUNE 26, 2017  
6:00 PM**

**Present:** Mayor Glantz, Council Members Hoffman, Baseley, D'Alfonso, Ruzicka, Faron, Travers, Saunders, and Lawrence.

**Staff Present:** Mark Perkins City Administrator, Carl Lumley City Attorney, Chief Eidman, Jason Jaggi Community Development Director, Lori Obermueller Finance Director and Deborah Ryan City Clerk.

**Also Present:** Roy Mangan Archimages, Inc, Greg Garner Archimages, Inc, Todd Sweeney Navigate, Brandon Harp CEDC

**1. Work Session Minutes Dated June 12, 2017**

Council Member Hoffman moved, seconded by Council Member Saunders to accept the Work Session Meeting Minutes from June 12, 2017.

Approved by unanimous vote.

**2. Presentation on New Police Building Design Status**

Roy Mangan made a presentation regarding the proposed Police Building and reviewed current status of the process. (Exhibit A)

Council Member Hoffman stated he approves of the Prop P funds being used for technology and stated he feels that the secondary road is necessary and should not be cut from the plan.

Mayor Glantz stated the road is staying.

Council Member Travers asked how the plan got so far off track from the budget.

Todd Sweeney stated it is to be expected at this stage, but the task is now to bring it back to budget.

Council Member Lawrence asked about the substitute plumbing supplies.

Greg Garner explained viability of exchanging new product for the copper plumbing lines in appropriate places.

Council Member Lawrence stated she would like to see the funds come out of furniture allowance to cover the cost to keep the copper plumbing.

Council Member Lawrence stated the outside rendering materials are not attractive and asked if brick would be a cheaper material to use.

Roy Mangan stated there are a variety of materials and surfaces to choose from to stay within budget.

Council Member Travers stated she is not sure she is comfortable with using Prop P funding and would like to review Prop P ballot language before making the decision use funds for anything other than safety and security.



**AGENDA  
CITY OF CREVE COEUR  
CITY COUNCIL  
300 NORTH NEW BALLAS RD  
JUNE 26, 2017  
6:00 PM**

Council Member D'Alfonso asked Chief Eidman if he was comfortable with using the Prop P funding for technology.

Chief Eidman stated yes, it would be for police purposes.

Mayor Glantz stated the budget for this project is ultimately the Council's decision.

Council indicated general consensus to pursue the course recommended by the task force.

Adjourned at 6:48 p.m.



**JOINT WORK SESSION MEETING  
MINUTES  
CITY OF CREVE COEUR  
CITY COUNCIL AND  
STORM WATER COMMITTEE  
300 NORTH NEW BALLAS RD  
JULY 24, 2017  
6:00 PM**

**Present:** Mayor Glantz, Council Members Hoffman, D'Alfonso, Ruzicka, Faron, Travers, Saunders, and Lawrence.

**Staff Present:** Mark Perkins City Administrator, Carl Lumley City Attorney, Chief Eidman, Jason Jaggi Community Development Director, Lori Obermueller Finance Director, Jim Heines Public Works Director, Matt Wohlberg City Engineer and Deborah Ryan City Clerk.

**Storm Water Committee Members:** Tom D'Alfonso, Judith Campbell, George Orton, Martin Jaffe, James Myers

**1. Revised Storm Water Regulation**

Matt Wohlberg made a presentation regarding the proposed revisions to Chapter 425 Stormwater Regulations. (Exhibit A)

Council Member D'Alfonso stated this plan is a good start and thanked staff and the committee for all of their efforts. Council Member D'Alfonso suggested that the plan be revisited in a year.

Council Member Hoffman stated he would like to review statistics for room additions, etc to get a good handle on issues that are created or ongoing.

Adjourned at 6:53 p.m.

Respectfully submitted:

Deborah Ryan  
City Clerk



**City Council**  
300 North New Ballas Rd  
Creve-Coeur, MO 63141

Meeting: 08/14/17 06:00 PM  
Department: Parks and Recreation Department  
Category: Report  
Prepared By: Jason Valvero  
Department Head: Jason Valvero

**SCHEDULED**

---

## **STAFF REPORT**

---

# **Golf Task Force Final Report**

The power point presentation is the summary of work over the 18 month time frame given by council to the eight member task force. The task force focused on mid to long term goals to improve the financial stability of the golf course.



# CREVE COEUR GOLF TASK FORCE

Final Report - August 14, 2017

# Golf Task Force

- ▶ Created by Council in January 2016
- ▶ Eight Member Task Force
- ▶ An 18 Month Timeframe
- ▶ Emphasis on mid to long term goals
- ▶ Representatives of Professional Industries Related To Golf
  - Marketing
  - Finance
  - Special Events
  - Promotions
  - Players Who Love the Game



# Task Force Members

- ▶ Tim Carney - P & Z + Marketing/Sales
- ▶ David Hoffman - Vice Chair + Avid Golfer
- ▶ John Noce - Finance Committee
- ▶ Vivian O'Hara - Chair + Sales/Marketing
- ▶ Katie Perrodin - Special Events
- ▶ Ryan Shakofsky - League Player + Avid Golfer
- ▶ Tom Stern - Finance
- ▶ Lon Zimmerman - Marketing
- ▶ Ellen Lawrence - Council Liaison

# Duties of Task Force

- ▶ Recommend Action Items to Council to improve the finance stability of the golf course operations through:
  - diverse programming
  - marketing strategies
  - funding resources
- ▶ Set target goals for measuring success of recommendations



# Task Force Initiatives

- ▶ Analyze four (4) important areas of interest by looking at what has been done in the past and where we need to go in the future:
  - Golf Programming
  - Non-Golf Programming
  - Marketing
  - Sponsorships

# Action Item #1 - Diverse Golf Programming

| Month    | Recurring Programs                                     |
|----------|--------------------------------------------------------|
| January  | High School Pre-Season                                 |
| February | High School Pre-Season + Winter Disc Golf              |
| March    | High School Tryouts + High School Matches Begin        |
| April    | Start of 11 Leagues + Master's Mayhem Tournament       |
| May      | Senior Olympics                                        |
| June     | Hack-It-Up Golf Event + Junior PGA Event + Junior Camp |
| July     | Junior Camp                                            |
| October  | Fall Disc Golf                                         |
| November | Chili Bowl 4-Person Scramble Tournament                |
| December | Open Play, Weather Permitting                          |

# Action Item #1 - Diverse Golf Programming

| Month     | New Programs                                     |
|-----------|--------------------------------------------------|
| June      | Junior PGA Event                                 |
| July      | Couples 2-Person Scramble Tournament             |
| August    | Senior 2-Person Scramble Tournament              |
| September | Beer, Birdies & BBQ 2-Person Scramble Tournament |
|           |                                                  |
| FootGolf  | Year Round, Weather Permitting                   |



# Action Item #1 - Golf Target Goals

- ▶ Offer three (3) new scrambles with measured success being two out of the three tournaments are held. If one is not held, try new approach, target audience, etc.
- ▶ Increase number of youth rounds sold by 5% over previous year
  - This year January-June has seen an increase of 23% over last year same time
- ▶ Increase number of youth participants in camps.
  - In 2017, number of youth participants almost double over 2016.
  - Increase camp participant numbers by 50% in 2018.



# Action Item #1 - Diverse Non-Golf Programming

- Goal is to increase revenue by attracting non-golfers to the facility through:

| Event                   | Frequency                 |
|-------------------------|---------------------------|
| Room Rental - Weddings  | Booked two (2) since 2016 |
| Disc Golf Tournaments   | Offer Fall/Winter         |
| Business Lunch Meetings | Held Weekly/Monthly       |
| Corporate Team Building | Booked two (2) in 2017    |
| FootGolf                | Opened in June 2017       |
| Drone Flying            | Hold Winter of 2017       |
| Cross Country Skiing    | Hold Winter of 2017       |

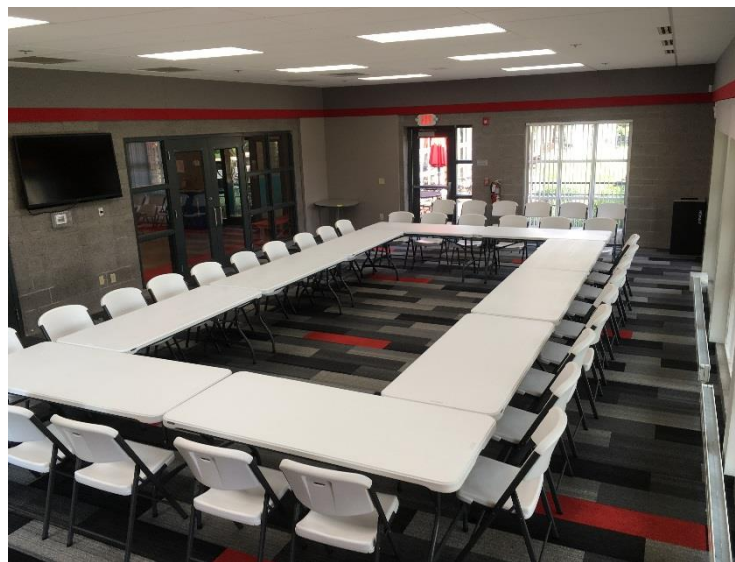
# Action Item #1 - Non-Golf Target Goals

- ▶ Implement FootGolf with measured success being generating enough revenue to pay for the equipment at a cost of \$2,400 (goal of payback in first two years)
- ▶ FootGolf to be offered as a private rental or set times on Saturday evening when golf play is slow.



# Action Item #1 - Non-Golf Target Goals

- ▶ Offer minimum of two disc golf tournaments per year
- ▶ Research the opportunity to offer business packages to include room and golf with a goal of 10% increase over last year



## Action Item #2 - Marketing

► Goal is to deliver a message about the services we offer to our residents and other customers through:

- Create a “unique selling point” of Best 9-Hole Municipal Golf Course in St. Louis.
- Build a data base to connect with customers, currently at 4,500 versus 350 in 2015
- Increase social media efforts through Facebook, Twitter, PeachJar, E-Commerce Newsletter
- Promote the “Play 9” and Junior tournaments through the USGA marketing program already set in place
- Creating a stand alone golf website though GolfNow<sup>12</sup>

## Action Item #2 - Online Marketing

- ▶ GolfNow Plus is a new program that manages the day to day activities of marketing the golf course. Program includes:
  - Stand alone website
  - Facebook and Twitter posts
  - Golf course survey work and online reviews
  - Tracks and reports social media on any source that mentions Coeur Golf Course

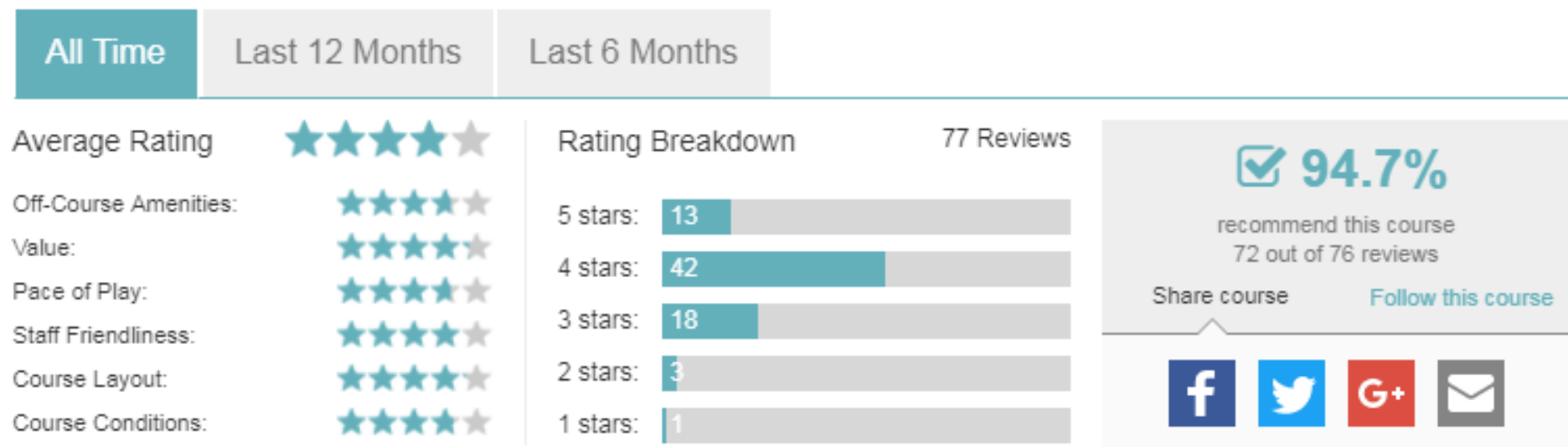
## Action Item #2 - GolfNow Online Revenue

- ▶ This year produced 3,132 rounds equaling \$54,019
- ▶ Up from \$11,889 at the same point last year
- ▶ An increase of \$42,130 year over year
- ▶ The cost to Creve Coeur for the service has been \$2,000

# Action Item #2 - Marketing

## ► GolfNow Plus player reviews:

### Rating Snapshot



**Don Arbutnot** reviewed Creve Coeur Golf Course — 5★

July 9 at 2:47pm · 🌐

Greens were in fantastic shape. Very much enjoyed the round with the guys.

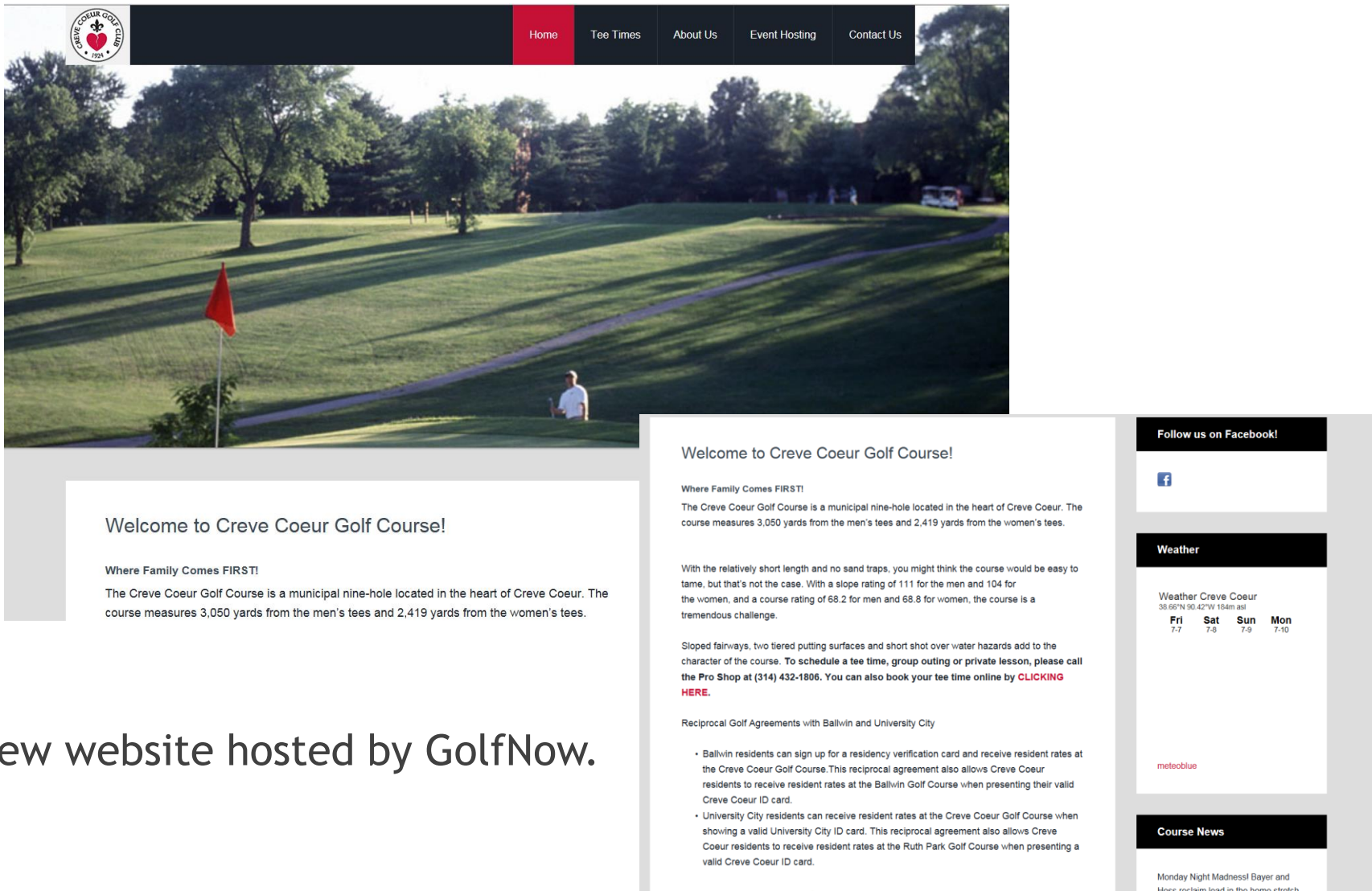
C

★★★★★ **Chontel Stanburry**

Called for an early tee time. Very polite and accommodating. Arrived to a cheerful cashier and great looking course.

Published on 2017-06-30

# Action Item #2 - Marketing



Welcome to Creve Coeur Golf Course!

Where Family Comes FIRST!

The Creve Coeur Golf Course is a municipal nine-hole located in the heart of Creve Coeur. The course measures 3,050 yards from the men's tees and 2,419 yards from the women's tees.

Where Family Comes FIRST!

The Creve Coeur Golf Course is a municipal nine-hole located in the heart of Creve Coeur. The course measures 3,050 yards from the men's tees and 2,419 yards from the women's tees.

Welcome to Creve Coeur Golf Course!

Where Family Comes FIRST!

The Creve Coeur Golf Course is a municipal nine-hole located in the heart of Creve Coeur. The course measures 3,050 yards from the men's tees and 2,419 yards from the women's tees.

With the relatively short length and no sand traps, you might think the course would be easy to tame, but that's not the case. With a slope rating of 111 for the men and 104 for the women, and a course rating of 68.2 for men and 68.8 for women, the course is a tremendous challenge.

Sloped fairways, two tiered putting surfaces and short shot over water hazards add to the character of the course. To schedule a tee time, group outing or private lesson, please call the Pro Shop at (314) 432-1806. You can also book your tee time online by [CLICKING HERE](#).

Reciprocal Golf Agreements with Ballwin and University City

- Ballwin residents can sign up for a residency verification card and receive resident rates at the Creve Coeur Golf Course. This reciprocal agreement also allows Creve Coeur residents to receive resident rates at the Ballwin Golf Course when presenting their valid Creve Coeur ID card.
- University City residents can receive resident rates at the Creve Coeur Golf Course when showing a valid University City ID card. This reciprocal agreement also allows Creve Coeur residents to receive resident rates at the Ruth Park Golf Course when presenting a valid Creve Coeur ID card.

Follow us on Facebook!

Weather

Weather Creve Coeur  
38.66°N 90.42°W 184m asl

| Fri | Sat | Sun | Mon  |
|-----|-----|-----|------|
| 7-7 | 7-9 | 7-9 | 7-10 |

Course News

Monday Night Madness! Bayer and Hess reclaim lead in the home stretch

New website hosted by GolfNow.

## Action Item #2 Marketing Target Results

- ▶ Enhance/Expand social media; FaceBook, Twitter, E-Blasts, Business E-News Letter
- ▶ Created “Unique selling point”
- ▶ Created a stand alone golf website with measured success being:
  - Increase number of hits to the website
    - January-June 2017 saw 750 visitors a month via organic hits
    - Once on the site, average visit lasts 2 minutes and 23 seconds
    - Users are averaging 2.07 pages per visit, with Tee Time most popular
  - Increase number of rounds booked through website
    - January-June 2017 saw 2,900
  - Increase number of E-Blasts being sent out
    - 18 emails sent out since joining in May

## Action Item #3 - Funding Resources

- ▶ Offer a variety of sponsorship opportunities and special event programs connected to the Golf Course and Ice Rink at the Dielmann Recreation Complex:
  - Tee Boxes / Golf Carts / Score Cards
  - Golf Course Website / City's Website
  - Ice Rink Dasher Boards / Ice Rink Resurfacer
  - Special Events and Programs (concerts, H2H run)
  - Staff to manage program with support from volunteer committees

## Action Item #3 - Funding Resources



- ▶ Annual Hole Sponsorship Tier One - \$1,500
  - One hole sponsor and 4 rounds of golf with cart
- ▶ Annual Hole Sponsorship Tier Two - \$2,000
  - One hole sponsor, email blasts, special recognition at Creve Coeur hosted tournaments and 12 rounds of golf with cart
- ▶ Annual Hole Sponsorship Tier Three - \$3,000
  - One hole sponsor, website, email blasts, special recognition at Creve Coeur hosted tournaments and 25 rounds of golf with cart

## Action Item #3 - Funding Target Goals

- ▶ Generate additional revenue with measured success being:
  - Create golf specific sponsorship package to include hole sponsors, completed in early 2017
  - Goal for 2018 is to sell three (3) hole sponsorships
  - Staff to manage sponsorship program with support from volunteer committees
  - Task force feels the best opportunity to create partnerships is through our current vendors



Sponsorship  
Available

# Moving Forward

- ▶ Staff to implement action items to improve the financial stability of the golf course operations through the four (4) task force initiatives
- ▶ Staff to follow target goals for measuring success
- ▶ Staff to continue to implement new programs to attract residents to the facilities (meeting rooms, golf course)
- ▶ Staff to compile data for benchmarking course financials to find trends of the operation



Golf Course costs \$1,400 per acre to maintain, compared to other city parks, which cost \$4,600 per acre to maintain, net of revenue.

# What does the course do for the City?

- ▶ Strengthens community and sense of place
- ▶ Attracts customers from outside Creve Coeur to spend money within city limits
- ▶ Allows Creve Coeur businesses to bring their clients to the course for networking
- ▶ Generates revenue for local businesses as golfers visit local establishments after round of golf
- ▶ Increases property value within proximity of course
- ▶ Health, recreational and social benefits