

1 to be 72 hours. And five be 120 hours.

2 CHAIR DENT: Motion's been amended.

3 TRUSTEE NOBLE: I second that.

4 CHAIR DENT: Okay. All right. Any

5 further discussion by the board on these items?

6 Seeing none, call for the question, all those in

7 favor, state aye.

8 TRUSTEE NOBLE: Aye.

9 TRUSTEE TONKING: Aye.

10 TRUSTEE TULLOCH: Aye.

11 TRUSTEE SCHMITZ: Aye.

12 CHAIR DENT: Aye.

13 Opposed? Motion passes 5/0.

14 All right let's move on to item 3 first.

15 TRUSTEE TONKING: Thanks, Chair.

16 I'm going to present something as

17 exciting. I think that we shouldn't element the

18 All-You-Can-Play Passes, and here is my thought on

19 it.

20 I think if we did our increase -- looking

21 at the average expenditure, there's a \$40 difference

22 on average. I was thinking we would do is have your

23 five-percent increase -- 50 percent on five percent.

24 Take that increase and then had additional five

25 percent to get us to almost be that same price per

1 round with a sight discount.

2           It keeps us having our players who play  
3 all the time and we get that revenue early on and it  
4 helps eliminate that gap.

5           So, I would say keep it with a five  
6 percent, like, additional fee on top of the one  
7 already increase.

8           CHAIR DENT: Thank you, Trustee Tonking.

9           TRUSTEE TULLOCK: I would actually ask  
10 Mr. Howard his views on that. Staff brought the  
11 proposal to eliminate the All-You-Can-Play Pass.

12           I think we also -- my nervousness is this  
13 with removal of prebooks fees and things as well.  
14 It needs to be looked at in conjunction with that as  
15 well to make sure there's no games being played on  
16 it.

17           MR. HOWARD: Can you ask that one more  
18 time, please?

19           TRUSTEE TULLOCK: Mr. Howard, do you  
20 recommend the elimination of the All-You-Can-Play  
21 Pass? I see the rationale behind and the reasoning  
22 for it. Perhaps, you would like to give the Board  
23 your thoughts on keeping it.

24           MR. HOWARD: On keeping it or not keeping  
25 it?

1 TRUSTEE TULLOCH: Keeping it or not  
2 keeping it.

3 MR. HOWARD: This goes back to a couple of  
4 years ago to try to make sure what we knew what that  
5 bottom line was going to be so it's a lot easier to  
6 project.

7 We don't necessarily know that with  
8 All-You-Can-Play Passes, so that was the rationale  
9 behind that, and it would increase revenue.

10 TRUSTEE TULLOCK: Would it increase  
11 revenue or decrease revenue?

12 MR. HOWARD: By not having the  
13 All-You-Can-Play or having it?

14 TRUSTEE TULLOCH: Not having it.

15 MR. HOWARD: Potentially it could because  
16 you would have to buy some other if they wanted to  
17 play as many rounds, or they might play somewhere  
18 else. I don't know.

19 TRUSTEE TULLOCK: I like Mr. Noble 's  
20 suggestion, 40-Plus. I can fully understand,  
21 All-You-Can-Play, you can jump out for a few holes,  
22 but I think it's just, the recommendation is brought  
23 forward. I'm just trying to understand the  
24 rationale behind it as Trustee Noble had 40-Plus  
25 suggestion in play as well.

1 MR. HOWARD: I think the 40-Plus is a good  
2 compromise between the two, because we do have a  
3 number of individuals that love to play a lot of  
4 golf and would love some type of pass like that.

5 That is a good compromise with some good  
6 parameters in there. If we can take care of some  
7 them to some degree, I think that would be fine.

8 CHAIR DENT: Trustee Noble?

9 TRUSTEE NOBLE: I had a conversation with  
10 you just before this is meeting with regards to  
11 implementation of the 40-Plus Play and how that  
12 would work.

13 And if the board moved forward with that  
14 proposal, is that something that you can make work  
15 in the system, or are you unsure at this point?

16 If you're unsure, there's the another  
17 proposal I was going to put out there if you can't  
18 do that.

19 MR. WINQUEST: After speaking to staff  
20 today, there would definitely be challenges to  
21 administering that type of product. It doesn't mean  
22 we can't do it, but we would need a little bit more  
23 time to evaluate whether or not the system can  
24 accommodate, because it's -- another question that  
25 has been asked is do you have use up your 40 before

1 you could then be on standby, I would say, yeah,  
2 should have to.

3 That's one thing that's come up. We would  
4 have to discuss some parameters.

5 If I may, I want to go back to the prior  
6 question about elimination of play passes.

7 So, you know, for three or four years now,  
8 there's been a lot of discussion about bringing up  
9 that revenue around closing the gap and the cost per  
10 round.

11 And so, if you remember, there was  
12 initially a proposal on the table from Mr. Howard a  
13 few years ago to raise the prices on play pass to  
14 get them to that point where we're starting to close  
15 that gap.

16 So the reason why we've been recommending  
17 this is that expectation to close that gap, as well  
18 as to be in compliance with the pricing policy.  
19 That's why staff is making this recommendation.

20 So, if we're looking at raising prices at  
21 All-You-Can-Play prices to shrink that the gap, then  
22 we're completely comfortable with looking at how  
23 that works for a season and whether or not it closes  
24 the gap.

25 We do believe that it can eliminating the

1 All-You-Can-Play Passes, it could, potentially,  
2 bring up that total review per round.

3 But we can't be a hundred percent sure  
4 because it could potentially go the other direction  
5 where we lose some of golfers, our core business,  
6 which is what we don't want.

7 This is a very challenging discussion to  
8 be had. I don't really know if there's a right or  
9 wrong answer.

10 So, I just wanted to point that out  
11 history, some of the history on that.

12 TRUSTEE NOBLE: Question for Trustee  
13 Tonking. I want to explore a little bit more of the  
14 five percent and then an additional five percent for  
15 the season passes.

16 When I'm looking at those prices for last  
17 year, we had, basically, boosted them ten percent.  
18 They don't cover -- they don't hit, at least on some  
19 of them, the cost for the 40-Play Pass, so that's a  
20 concern for me there.

21 So, like, for example, the Mountain  
22 Course, the rate for 2022, is 865. But the 40-Plays  
23 is proposed at 1364. And so, even at ten percent,  
24 you wouldn't get close to that 40-Play.

25 Before you made that proposal, I thought

1 about it, after talking with Mr. Howard,  
2 implementing the 40-Plus Play Pass may be an issue.

3 I will throw this out there for  
4 consideration: What if you bring back the  
5 All-You-Can-Play Pass, but base it off of a 50 --  
6 you would take the -- I'll take an example.

7 Let's do the Championship Course P.M., 40  
8 plays at 1,798, based on average round of 4498. If  
9 you do ten more rounds, you're at, essentially,  
10 \$450, so it brings it up to 2248.

11 So, you have an All-You-Can-Play Pass that  
12 is based off of a 50-round calculation, and maybe do  
13 that for the Championship Course after 2:00 P.M.,  
14 Mountain Course, and then the Mountain Course nine  
15 hole.

16 With regarding to the Championship Course,  
17 everything that I keep hearing from everybody is --  
18 listening to other board member and staff is that  
19 the Championship Course prime time is what  
20 everybody's going on after.

21 And so I would not propose an unlimited  
22 All-You-Can-Play Champ Course; I would propose, in  
23 place of that, the limited Champ Course, like we had  
24 last year, that is anytime during the shoulder  
25 seasons and during the high season, Monday through

1 Thursday, anytime and after 12:00 P.M. Friday  
2 through Sunday.

3           And trying to price that, you know, that  
4 was 2596 last year. So, there isn't a really --  
5 because there would be the 40-Play Pass at 2960, I  
6 would I think an All-You-Can-Play limited pass at  
7 3,200 would be in there.

8           And then you have -- there was a couples  
9 discount last year; there was about a 35-percent  
10 discount. I'd rather see more of a 15- to  
11 20-percent discount for couple.

12           That's another proposal out there for  
13 consideration.

14           Yes, the 40-Plus Play, I proposed that. I  
15 still support that. I would also support coming  
16 with an All-You-Can-Play Pass in lieu of that, based  
17 on those numbers and that reasoning.

18           CHAIR DENT: Thank you.

19           TRUSTEE SCHMITZ: In working with Director  
20 of Golf, he has been advocating to dissolve the  
21 All-You-Can-Play Passes for a number of years due to  
22 what it does to the delusion of the revenue per  
23 round.

24           If we're going to have a discussion, I  
25 personally don't want to sit here on the fly and try



1 to do reanalysis of what Mr. Howard has brought  
2 forward as his recommendation.

3           If the board wants to have additional  
4 analysis and what not done, then I think we need to  
5 let staff go and do the financial analysis and come  
6 up with something that is before us to make a  
7 decision on.

8           But staff has put a lot of time and effort  
9 into formulating a recommendation for our  
10 consideration. They've put together the information  
11 on page 29 to show how the All-You-Can-Play for the  
12 Championship Course has diluted the revenue per  
13 round that we're receiving. And 80 of these passes  
14 do go to club members who are using them at the  
15 prime times when they have the prebooking capability  
16 that other people don't have.

17           I just feel that, as one board member, I'm  
18 not going to sit here and start  
19 on-the-back-of-napkin calculating and figuring.

20           I'm willing to either accept staff's  
21 recommendation or ask staff to come back with an  
22 alternative recommendation.

23           CHAIR DENT: Thank you.

24           TRUSTEE TONKING: Mr. Howard, are you  
25 completely -- do you feel confident that we need to

1 dissolve All-You-Can-Play Passes?

2 MR. HOWARD: Unless we can come up with a  
3 better rate to get that average up, that would be my  
4 recommendation. And what that rate is, 10, 15  
5 percent above, to get the rates up, or the average  
6 dollar up, and to maybe use the 50 round, kind of,  
7 average in there for an All-You-Can-Play to figure  
8 that out. Which is, I think, what two years ago,  
9 that's basically where we were on the  
10 All-You-Can-Play.

11 So that's my thoughts.

12 TRUSTEE TULLOCH: I pulled up your  
13 recommendations from two years ago when we first did  
14 this, and that's exactly what you had said, you'd  
15 put them off to 50 play.

16 I like this idea. I like this idea  
17 because I don't feel confident that we should be  
18 getting rid of All-You-Can-Play right away.

19 Let's try what Mr. Howard had originally  
20 recommended us to do as a board, and we failed to do  
21 two years ago.

22 I also think that we've pushed this so  
23 much, I'm not really down to push it again.

24 I also think that I like the idea of an  
25 All-You-Can-Play Pass, especially in the afternoons

1 at the Mountain Course. I feel like those are areas  
2 that we see a lot more free tee times. Afternoon  
3 Champ and at the Mountain.

4 And then I like the idea of eliminating  
5 it, so we've kind of fixed some of that issue where  
6 it's only a certain group of people who get all of  
7 the times, and we try to see.

8 With that limited, we explicitly monitor  
9 who purchases it and how often its used, and, maybe,  
10 that goes away next year altogether, and we can go  
11 from there.

12 That's my thoughts.

13 CHAIR DENT: Thank you.

14 TRUSTEE TULLOCK: Thank you.

15 Yeah, I think -- I understand Trustee  
16 Schmitz' position. We've spent a lot of effort into  
17 this. We've done some calculations. Everyone's --  
18 we're hearing, oh, congratulations, we're actually  
19 making money, even though if we disregard some of  
20 the depreciation, it should be coming in. We're  
21 breaking even.

22 Now, we suddenly start making some changes  
23 on the fly, we don't know what that does to the  
24 overall numbers.

25 It's putting Mr. Howard in a position,

1 perhaps, he shouldn't be. We're setting him targets  
2 based on different calculations and then a change  
3 there.

4 To clarify, if it's based on the 40 Pass,  
5 the 50 Pass, or the All-You-Can-Play, we get 25  
6 increase over the 40 Pass. So, basically, the  
7 All-You-Can-Play Pass would be the 40-Play Pass  
8 pricing here, with another 25 percent added to it.

9 MR. HOWARD: Fifteen percent added to it,  
10 I think is what it was.

11 TRUSTEE TULLOCK: I'm calculating it  
12 assuming it's based off the 40. We're already  
13 giving pretty substantial per round discounts on the  
14 40 Pass. I'm not comfortable -- just, you know,  
15 opening it up completely and then giving even  
16 further discounts.

17 That's why -- my rough calculation would  
18 be 25 percent of the 40 Pass.

19 CHAIR DENT: Mr. Howard, so you brought us  
20 the 40-Plus on standby rate that was discussed a  
21 couple meetings back, but you said we can't  
22 implement that in the system?

23 MR. HOWARD: It will be tough to totally  
24 calculate that.

25 One way we had looked at it is to use the

1 40 plays during the months -- or June 15th through  
2 September 15th, that's the prime season, which is 90  
3 days. And then you could use the standby during the  
4 two shoulder seasons.

5           It would be a little hard to administer  
6 because, after talking with the revenue office, we,  
7 basically, for that one play pass, would have to  
8 build three different products. It's doable, but  
9 it's . . .

10           CHAIR DENT: Okay.

11           TRUSTEE TONKING: Mr. Howard, so then we  
12 can't do that, these people would just have a 40 --  
13 we would just cap it at 40? Okay. Okay.

14           MR. HOWARD: And then they would just have  
15 to -- if they played more than 40, come back and  
16 either pay the daily rate or buy 10 or 20 or 33  
17 more.

18           CHAIR DENT: Understood.

19           TRUSTEE TULLOCK: Okay. So, I mean, I  
20 understand the rationale people wanting  
21 All-You-Can-Play. I also understand the work that's  
22 gone into this.

23           I agree, it's difficult to calculate  
24 numbers on the fly. I think the only easy way is to  
25 make sure it's set at such a level that people think

1 (inaudible) in terms of that.

2 If we do feel it's necessary to go a  
3 slight further discount over the 40 Pass rate, that  
4 would save 20 percent, and I think that should be  
5 sufficient to bring it up.

6 But I'm very sensitive to the concerns  
7 that we've worked out. We've worked out all the  
8 numbers.

9 I'm also aware, we're now -- it's the  
10 night before Christmas, people are waiting to buy  
11 their passes, and it's difficult to carry over.

12 I'm on the fence about it in terms of  
13 that, but if there is a suggestion, my threshold  
14 would be 20 percent on top of the 40-Play Pass.

15 MR. WINQUEST: So to be clear on that, we  
16 have 2960 proposed price, so you're saying 20  
17 percent on top of that 2960, which would be about  
18 another \$600. It would be about 3,500?

19 TRUSTEE NOBLE: 3552.

20 MR. WINQUEST: Is that correct? Is that  
21 what you're saying?

22 TRUSTEE TULLOCK: Yeah. I think that's  
23 the range.

24 I think there's also -- Trustee Noble  
25 mentioned a couples' pass. I thought we eliminated

1 the couples' pass. I think we need to . . .

2 MR. HOWARD: If I could clear that up,  
3 just to try to make sure we take care of as people  
4 as possible.

5 I think what you're referring to is if you  
6 have a husband and wife, and they bought a 40 Play,  
7 they could share that.

8 I was just giving the option that they  
9 could -- couples residing in the same household  
10 could use that pass, together. If they use 40, they  
11 would have to come back and buy more, if they go  
12 through that.

13 That was just trying to meet in the middle  
14 somewhere.

15 TRUSTEE SCHMITZ: Does that share  
16 capability exist for all of the play passes, not  
17 just the 40 or is it just the 40?

18 MR. HOWARD: No. That would be for the  
19 10, 20, 30, and 40.

20 TRUSTEE TULLOCK: Yeah, I had read that,  
21 seen that in the proposal, so that's why I had  
22 underlined the small print. I thought that was  
23 something left over from a previous one.

24 I didn't see anywhere in the proposals  
25 that we're going to allow people to share play