



TOWN OF PALM BEACH

Recreation Department

MINUTES OF THE GOLF COMMISSION MEETING HELD

FEBRUARY 27, 1998

I. CALL TO ORDER AND ROLL CALL A meeting of the Golf Commission was called to order by the Chairwoman, Ann Herman, at 10:00 a.m. at the Recreation Center. The Commission members in attendance were, Mrs. Herman, Mr. Rossbach, Mr. Gross, Mr. Maddock, Mr. M. Schorr, Mr. A. Shore, and Mr. Shulman. Alternate members in attendance were Mrs. Thurm, Mr. Raffo and Mr. Ochstein. Staff members in attendance were Mrs. Walkowich, Mrs. Stone and Mr. Dytrych. Mr. Bitzer was absent due to illness.

II. APPROVAL OF AGENDA

Mrs. Herman asked if there were any changes to the agenda. Mr. Shulman asked that under new business that the topic of Addition to the Existing Club House be added. Mr. Maddock made the motion to approve the agenda with changes. Seconded by Mr. Gross, motion carried.

III. APPROVAL OF JANUARY 16, 1998, MINUTES

Mrs. Herman asked if there were any changes to the January 16, 1998, minutes, there were none. Mr. Shore made the motion to approve the minutes. Seconded by Mr. Maddock, motion carried.

IV. OLD BUSINESS

A. *1998 Pro-Am Benefit Tournament*

1. Financial Report

After reviewing the 1998 golf tournament and financial report (attached) the following comments and recommendations were made.

- Mr. Shore made a motion that a letter be written to Mr. Morton Shor thanking him for all his efforts in connection with the tournament. Seconded by Mr. Rossbach, all were in favor.

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- Mr. Shore made a motion that we table further discussion on this subject until the next meeting so that staff has a chance to meet with the Rehabilitation Center to see what their position is, how interested they are in the tournament and how much they are willing to do for the tournament. Seconded by Mr. Rossbach, all were in favor.
- Mr. Raffo made a motion that a committee be formed for acquiring a title sponsor and that the committee should speak with some public relations firms here in town. He felt that they might come up with some ideas. Mr. Shore said he could arrange that. Seconded by Mr. Rossbach, all were in favor. Mr. Raffo, Mr. Rossbach, Mr. Herman and Mr. Maddock will serve on the committee. Mrs. Herman said that if anybody had any suggestions that they forward them to the committee.
- Mr. Gross said that the thank you advertisement that ran in the Daily News should have mentioned the patrons as well as the hole sponsors. Mrs. Herman asked Mr. Gross to read the heading of the advertisement. Mr. Gross read, "The Town of Palm Beach Recreation Department and the Rehabilitation Center for Children and Adults would like to thank our hole sponsors for making the 15th Annual Palm Beach Pro-Am Tournament held on Saturday, January 31, 1998, the most successful ever."

Mrs. Herman said that she had called Mr. Bitzer the day the ad came out and was furious. She said, "I don't know where we come off thanking people for the Palm Beach Recreation Department. If they want to do that it's fine but we don't have to put that in our ad and I felt that it should have been the golf commission rather than the Palm Beach Recreation Department." Mrs. Herman said, "Russ disagrees with me, however I felt that it's our tournament basically, I know it goes through the Recreation Department, but I felt that it should have come from the Palm Beach Golf Commission." Mr. Shore said that Mr. Gross was making another point, that you have to thank the people who have given big prizes." Mr. Gross said "Even the ones who gave small prizes." Mr. Shulman recommend that we run another ad and list everybody who gave to the tournament and that it should be from the Golf Commission. He asked Mrs. Stone how much that would cost. She told him approximately \$400. Mr. Shulman suggested we run a smaller ad.

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Mrs. Stone said that at either the November or December meeting, placing an ad in the Palm Beach Daily News thanking the hole sponsors was discussed and that this ad was in response to that discussion. She said that the patrons were listed on the pairings sheet, personal thank you's were sent, and that their names would be listed in the Fall Recreation Update which currently is mailed to approximately 1,400 people. Mrs. Herman said that we should list everyone in the Fall Brochure. Mr. Shore said that as long as it's in print whether the newspaper or the brochure, it still works.

2. ***Recognition of Tournament Volunteers***

On behalf of the Recreation Department, Mrs. Stone thanked the Golf Commission for all their help with the tournament and gave each of them a certificate of appreciation.

VI. **NEW BUSINESS**

A. ***Golf Course Activity Report*** - This item was deferred until the next meeting.

B. ***Addition to the Clubhouse***

After a lengthy discussion the following comments and recommendations were made.

- Mr. Shulman said that at a Town Council meeting Leslie Shaw spoke about the possibility of expanding the clubhouse. He said that the reason he was bringing this up was so that when it does come up the Commission would have some insight or idea in the minutes so that the Council would talk to us about it. Mr. Shulman said that we should request that we, the Golf Commission, should be consulted before anything is done. Mr. Shulman made a motion that the Town consult with the Golf Commission before they do anything."
- Mr. Shore suggested that a questionnaire be given to the people who play at the course and get their feeling on the subject. Mrs. Herman asked Mr. Dytrych what his opinion was about the expansion. Mr. Dytrych said, "We need a cart facility more than we need a place to sit. We want the people to come in play golf or hit on the range, sit on the porch have a coke and go home, we want a turn around." Mr. Schorr asked if we would get more people if they had a place to socialize. Mr. Dytrych said, "It's a golf course not a country club. He said that people join country clubs for the social activities and ours is strictly a place to play golf. To build a bigger club house to have seating so people could come in and play cards, eat a sandwich is an expense and not a revenue maker."

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- Mr. Gross reminded the Commission about a conversation they had at a previous meeting with Fran LaRue from Frannie's Catering. He made a motion that Frannie's Catering come back in the fall and set up a concession for several months to see what kind of demand there might be. He said that it might be to our advantage to have someone like her taking care of business and the Town getting a percentage. Mrs. Herman said that there's more than just a motion involved, there has to be a discussion with Franny and the Town's approval for her to do this. Mr. Rossbach said that he felt that if we started to serve food at the golf course several of the restaurants that help to underwrite the tournament would be offended because we were doing something to take business away from them, and we would be making a big mistake. Several of the other commissioners agreed with him.
- Mr. Schorr asked staff to please provide the Commission with a profit and loss statement each month, not the revenue and expenditure reports that they had been handing out. He felt that you couldn't tell anything from these reports. Mr. Shulman said that it was interesting to see that resident greens fees were \$70,000 and non-resident greens fees were \$228,000. He said that basically were running this place for non-residents. Mr. Dytrych said that we have discussed this for years, we are not running the course for non-residents they are offsetting the cost for the residents. Mr. Shulman said that he was only mentioning it in regards to building a clubhouse. Mrs. Herman said, "I just want to advise you that I think in the near future the town is going to be building a water treatment plant at the golf course." She said that at Town Council meetings there has been talk about desalinization and reverse osmosis water plants, and it has been proposed that if we were to put in a plant, which would be about the size of an 18 wheeler on the golf course, we could cut our bills by about 30%. The commissioners thought this was a good idea.

VII. ANY OTHER MATTERS

Mr. Gross said that the other day he called Mr. Bitzer regarding the condition of the golf course. He said that there was a lot of debris, natural and man-made along the sidewalk areas of the Golf Course. Mr. Dytrych said that he had spoken with Mr. Bitzer and was aware of Mr. Gross' complaint. He said that after his conversation with Mr. Bitzer he went to check on the area in question but could find nothing wrong. He said that he has spoken with Mrs. Tannone, Golf Course Superintendent and the maintenance staff will be sure that the sidewalk area is policed for man-made trash.

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Mr. Gross said that he was told that only three people maintain the entire golf course. He suggested that additional staff be brought on during the season to help maintain the golf course. Mr. Dytrych said that he would consider this and bring up this suggestion during the budget process.

VIII. ADJOURNMENT - Mr. Schorr made the motion to adjourn. Seconded by Mr. Shulman, all were in favor.

A handwritten signature in cursive script, reading "Lisa Walther", is written over a horizontal line.

February 26, 1998

1998 Pro-Am Benefit Financial Report

Revenues Collected:

Hole Sponsorships:	\$29,850.00
Players Fees:	\$22,000.00
Misc. Donations & Spectator Tickets:	\$10,620.00
Silent Action:	\$ 4,265.00
Food Sales:	<u>\$ 720.00</u>

Total Revenues Collected:	\$67,455.00
Golf Course Adjustment:	<u>(\$ 4,000.00)</u>
Adjusted Revenue:	\$63,455.00

Expenses Paid:

Appearance fees - professionals	\$11,955.00
Professional's Prize money	\$ 2,700.00
Amateur gifts & prizes	\$ 4,168.90
Catering Company	\$ 905.60
Sponsorship signs	\$ 495.00
Printing	\$ 488.88
Extra Golf Carts	\$ 825.00
Publicity	\$ 944.69
Postage	\$ 221.81
Labor	\$ 78.00
Photographs	\$ 41.99
Silent Auction - (Niche One)	\$ 560.00
Miscellaneous Supplies	<u>\$ 304.24</u>

Total Expenses Paid:	(\$23,689.11)
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Excess of revenues collected less expenses paid: \$39,765.89

Charitable Donations:

Rehabilitation Center for Children & Adults	\$19,000.00
Palm Beach Recreation Dept. (Golf Course)	<u>\$19,000.00</u>

Total Charitable Donations:	(\$38,000.00)
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Cash available - end of year \$ 1,765.89

TOWN OF PALM BEACH GOLF COMMISSION

ATTENDANCE RECORD 1998

NAME	1/16	2/27	3/27	4/24	5/22	6/26	7/24	8/28	9/25	10/23	11/20	12/18
1. ANN K. HERMAN	P	P										
2. JAY ROSSBACH JR.	U	P										
3. ARTHUR GROSS	P	P										
4. JAMES MADDOCK	P	P										
5. MAX SCHORR	P	P										
6. ALLEN E. SHORE	P	P										
7. STUART SHULMAN	P	P										
ALTERNATES:												
1. ARLENE THURM	P	P										
2. RICHARD RAFFO	P	P										
3. LARRY OCHSTEIN	E (illness)	P										

LEGEND: P = Present
 E = Excused
 U = Unexcused
 A = Absent Pending Classification as "Excused" or "Unexcused"

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CONFLICT OF INTEREST RECORD 1998

NAME	1/16	2/27	3/27	4/24	5/22	6/26	7/24	8/28	9/25	10/23	11/20	12/18
1. ANN K. HERMAN												
2. JAY ROSSBACH JR.												
3. ARTHUR GROSS												
4. JAMES MADDOCK												
5. MAX SCHORR												
6. ALLEN E. SHORE												
7. STUART SHULMAN												
ALTERNATES:												
1. ARLENE THURM												
2. RICHARD RAFFO												
3. LARRY OCHSTEIN												

LEGEND: X = Conflict