

City of Ashland
PARKS AND RECREATION COMMISSION
Oak Knoll Golf Course Subcommittee Meeting Minutes
February 6, 2019

ATTENDEES

Present: Commissioners Bell and Lewis; Parks Director Michael Black; Parks Superintendent Mike Oxendine; Golf Course Superintendent Laura Harvey; Oak Knoll Golf Course Manager Patrick Oropallo; Oak Knoll Men's League President Bret DeForest; Oak Knoll Women's League President Amy Lepon, Shaun Moran

Absent: Recreation Superintendent Rachel Dials, Recreation Manager Lonny Flora

CALL TO ORDER

Oak Knoll Golf Course Manager Patrick Oropallo called the meeting to order 2:02 p.m.

APPROVAL OF MINUTES

No changes.

PUBLIC PARTICIPATION

None

UNFINISHED BUSINESS

There was none.

NEW BUSINESS

- a. Golf Course Manager Oropallo gave a brief introduction of himself and his background in golf course management.
- b. Oropallo discussed opportunities with the chamber, community businesses and linking the Golf course with others. Hotel stay and play packages, restaurant involvement with the clubhouse and also drive tournaments, rounds of golf and driving more business for Oak Knoll. Oropallo presented all the events he has booked for Oak Knoll so far for 2019 and will continue to book more.
- c. Oropallo discussed programming and player development. With his background and PGA certification he will take each student and drive them to be on the golf course. Oropallo explained his course plan and dates for when this will begin. He reviewed the PGA Junior League, what will take place in lessons and tournaments. They will not only play at Oak Knoll but other local golf courses. Oak Knoll has partnered with SOU youth programs and this will include golf and footgolf.
- d. Oropallo discussed tournament and revenue sales and that his main focus is getting Oak Knoll event space ready for any and every event that can be booked. He has put together event packages that include menu items. Box lunches for golf tournament, pre-set menu for small events etc. Black asked if all staff can get food handlers card and that is in the plan. Moving forward all tournaments will be working with Oak Knoll with prepared food by the club or recommended catering business that will be provided.
- e. Oropallo discussed new policies and procedures. A golf cart sign out sheet is now required for every customer to sign out with rental agreement. For every item now sold with book money it will be tracked for inventory and also be able to track properly the exact amount of greens fee being used. Staff is also tracking every golfer and non-golfer to see the entire use of the course.

f. Oropallo discussed tee boxes for the golf course. Harvey and Oropallo have been mapping where to add an extra set of tees for course as well as junior tees for the new program. Instead of using colors or senior/gender names for the tee boxes he has proposed adding specific names for tees. This could bring a unique touch to the course and set Oak Knoll apart from others. He is asking for input from committee and public for ideas of names.

g. Oropallo discussed the point of sales opportunities for the clubhouse. He has made changes already to the current point of sales being used in the clubhouse, but it is not the best system for the golf course. Oropallo proposes a new system for the clubhouse "ezlinks". This program is specific for golf courses.

h. Oropallo talked about goals for the next biennium budget. The golf course is nearing it's 100th year. Oropallo and staff are working on getting historic information on the golf course. He will continue to research the history of Oak Knoll and find all information possible. Oropallo discussed starting an Audubon Cooperative Sanctuary for the golf course. This will increase responsible use of water, use of chemicals and restoring natural wet lands. The process takes 1-2 years to get the certification, but bringing this to Oak Knoll will be a great improvement.

f. Oropallo presented a revenue chart from the last two months with projected budget and forecasted revenue for the coming year. He also discussed the current revenue and expenditures and what he thinks will happen in the coming season.

Additional Discussion

SET NEXT MEETING DATE

No Date set. Email will be sent out

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:10p.m.

Respectfully submitted,

Haley Fasnacht, Recreation Assistant, Oak Knoll Golf Course Interim Coordinator
Ashland Parks and Recreation Commission

These Minutes are not a verbatim record. The narrative has been condensed and paraphrased at times to reflect the discussions and decisions made.