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Staff Report

ITEM 4-5

To: Lemoore City Council
From: Joe Simonson, Parks and Recreation Director
Date: February 27, 2015 **Meeting Date:** March 3, 2015
Subject: Lemoore Municipal Golf Course Update

Discussion

At the November 4, 2014 Council meeting, Rich Rhoads of Rhoads Golf LLC informed Council that his company would not be renewing his contract with the City, for Lemoore Municipal golf course management, effective November 30, 2014. Below is a brief synopsis of what has transpired since, and the current direction staff is moving. The report is in four categories: Pro-Shop, Food and Beverage, Maintenance and Budget.

PRO-SHOP:

The City hired Tom Ringer as the PGA professional in the middle of November 2014. Rich Rhoads assisted with the changeover. Tom had previously worked for Rhoads Golf LLC as an assistant. This transition has been smooth from the City's standpoint and from the vast majority of the golfing public's opinion. Tom has adapted well, as only one employee from the previous management company has remained as pro-shop staff. Tom and his staff have cleaned, painted doors and reorganized/rearranged the pro-shop. The current employees are City of Lemoore part-time employees. All of the programs that operated previously continue today: Mr. Mercers Traveling Team, Junior Linksters and the Men's and Women's clubs.

Tom Ringer's short term goals are:

1. Increase advertising in the Visalia and Fresno areas to expand the number of visitors to our course.
2. Continue to advise the maintenance staff on ways to improve the course, in order to get visitors to return.
3. Continue to address areas of concern, such as the appearance of the driving range, the poor quality of the range balls, course marking and tree maintenance.
4. Establish a long term plan to address the uneven fairways.

FOOD AND BEVERAGE:

The Food and Beverage operation was sublet to Maximillian Vernon, owner and operator of Gunny's sandwich shop, on November 22, 2014 and will continue until March 31, 2015 or until the final selection is made through the request for proposal

process. The city is currently searching for a long term tenant for food and beverage. A five year contract with the possibility of two five year extensions is being sought.

The stove has been replaced as the existing one was deemed dangerous by an inspector. Two ice makers were replaced with one which produces twice as much ice as the machines that were removed. A large menu sign was installed at the 9th tee box with a new phone number for the restaurant, to encourage golfers to call in their orders and have them ready at the turn; this is working and getting better as the golfers familiarize themselves with this process. The temporary concession contract was necessary as the city cannot be the responsible party for a liquor license. Short and long term goals will be discussed with the long term operator.

MAINTENANCE

Three of the existing maintenance staff remain. Three of the previous staff did not qualify due to their immigration status and the Greens Keeper chose not to attempt to extend his contract. City maintenance staff was filling in until all positions were filled.

The maintenance of the golf course is where the principal concentration has been focused. The absence of reinvestment into essential assets is paramount and completely lacking in this area. The maintenance of both buildings and equipment has had a "bailing wire and duct-tape mentality" for many, many years. Nearly every piece of equipment had issues such as tires, bearings, batteries, transmissions, no lights on equipment driven before sunup and most of the seats were missing any type of cushion. Some pieces of equipment were left to seemingly rot for lack of attention. All but one piece is now functioning, and it will be on line when parts are located.

After evaluating invoices for a month, staff found a disturbing trend of both buying unneeded supplies (gasoline) and poor business practices in procuring needed supplies, such as sprinklers. Seventy percent of the equipment at the golf course runs on diesel fuel, yet for as far back as I could locate records, the golf course ordered the same amount of unleaded and diesel fuel, having one hundred gallons of each automatically delivered each week. After installing cameras and instituting a record keeping system, gasoline usage has dropped by more than eighty percent. Sprinklers were being purchased one at a time, frequently necessitating driving to Fresno using a tank of gas and half a day of a maintenance workers' time. City maintenance staff is now making most of the purchases and reviewing all of them.

The maintenance meeting room and repair area were in deplorable and unsanitary condition. The restroom ceiling was caved in and the facilities did not work. The roof leaked in multiple areas and there was no hot water for staff to wash their hands. The building where the mechanic works lacked lighting, needed tools and organization. The meeting room has since been remodeled by Ray Greenlee, Maintenance Superintendent, and his staff.

Many over grown trees and bushes have been trimmed. All of the fairways have been aerated. Work has been done cleaning up around the club house and the driving range.

The City recently hired Jed Noonkester as the new Greens keeper. Jed has been evaluating the golf course and has listed his priorities. They are as follows:

1. Repair the power seeder renovator and over seed bare spots. Insure sprinklers are installed to reach the bare areas.
2. Cut down all dead trees and begin pruning all others.
3. Trap gophers; remove mounds before mowing. (120 gophers have been trapped to date)

Long term goals: Level out fairways and tee boxes; Remove Bermuda from the greens.

BUDGET

Finance Director Cheryl Silva believes there are far too many moving parts to provide Council an accurate accounting at this time. The Finance Department is down an accountant and staff has been inundated with the audit. Staff will be consumed with budget preparation for the current budget through June. There are three different types of accounting software that have been used. Inventory in the pro-shop had dwindled and new inventory has just begun to be invoiced. Major renovations in the maintenance area are still being done and supplies have been purchased in bulk that would not give a true “apples to apples” comparison. The financial staff has requested additional time for preparation to insure accuracy.

What we know is play was significantly down in December and January, as was revenue, play is up significantly in February, as are our revenues. Tom Ringer feels we have turned a corner with the local golf community to continue this trend.

A month by month comparison with an increased sample size could be completed by the second meeting in July. At that time, both requests for proposals should be completed and contracts signed for golf operations and food and beverage.

Budget Impact:

Unknown at this time.

Recommendation:

None. Informational only.



Golf Course Update

February 2015

Call in your order at (559) 924-7702
to have it ready at the turn.

Breakfast

- Gunny's Breakfast Sandwich - Bacon, Eggs, Cheese on Gunny's Bread - \$5.00
- Breakfast Burrito (Friday-Sunday) - Sausage, Egg, Potato, Cheese, in a Tortilla - \$6.00
- Egg Breakfast - 2 Eggs, Hashbrowns, Toast - \$6.50 Add Bacon or Ham - \$1.00
- Ham & Egg Sandwich - Ham, 2 Eggs, Cheese on 2 Slices of Multi-grain Bread - \$6.00

Traditional Lunch

- B.L.T. Sandwich - Bacon, Lettuce, Tomato, Mayo, w/Chips - \$6.50
- Club Sandwich - Ham, Turkey, Lettuce, Tomato, Mayo, w/Chips - \$8.99
- Ham & Cheese Sandwich - Ham, Cheese, w/Chips - \$5.00
- Grilled Cheese Sandwich - w/Chips - \$4.50 Add Fries - \$1.00
- Grilled Ham & Cheese Sandwich - w/Chips - \$5.50 Add Fries - \$1.00
- Hamburger - w/Chips - \$6.50 Add Fries - \$1.00
- Cheeseburger - w/Chips - \$7.50 Add Fries - \$1.00
- Chicken Strips and Fries - \$8.50 Hotdog - w/Chips - \$6.50
- Tuna Sandwich - w/Chips - \$6.50 Turkey Sandwich - w/Chips - \$6.50
- French Fries - \$3.25 Potato Salad - \$1.00 Quesadilla - \$3.50

Snacks

- Chips/Cookies - \$1.00 Crackers - \$1.00 Snack Club - \$3.00 Candy - \$1.25
- Dirty Chips - \$1.50 Powerbar - \$2.00 Nature Valley Bar - \$1.00

Beverages

- Pepsi • Mountain Dew • Dr. Pepper • Sierra Mist • Diet Pepsi • Iced Tea
- Root Beer • Lemonade 16oz - \$1.10 24oz - \$1.35 32oz - \$1.65
- Bottled Water - \$2.00 Coffee - \$1.25 Hot Chocolate - \$1.50
- Gatorade - \$1.65 Can Soda - \$1.50 Ocean Spray Juice - \$2.25

Beers

- Ciamoto - \$3.25 Specialty Beers (Corona, Modelo, Smirnoff, Blue Moon) - \$3.75
- Domestic Beers (Budweiser, Bud Light, Bud Light Lime, Pabst Blue Ribbon, Michelob Ultra, Coors, Coors Light, Miller Light) - \$3.00 each / \$15.00 for 6 pack

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Gunny's Style Lunch

Small - \$6.00 Medium - \$7.80

- P.F.C. Ham - Cheddar & Mozzarella Cheese, Ham, Lettuce, Tomato, Onion, Mustard
- Major's B.L.T. - Cheddar, Mozzarella, Parmesan Cheese, Bacon, Lettuce, Tomato
- Civilian Sliced Turkey - Cheddar & Mozzarella Cheese, Turkey, Lettuce, Tomato, Onion, Mayo
- The Officer's Turkey Club - Cheddar & Mozzarella Cheese, Turkey, Bacon, Lettuce, Tomato, Onion, Mayo
- The Chief's Club - Cheddar & Mozzarella Cheese, Turkey, Bacon, Ham, Lettuce, Tomato, Onion, Mayo
- The Navy Tuna Salad - Light Chunky Tuna with Chopped Celery, Mayo, Special Spice, Lettuce, Tomato, Onion

Gunny's on the Green
Lunch Board
at the 9th Hole



Old Stove



New Stove



Maintenance Shop



Maintenance Shop



Maintenance Shop



Rear Wall of
Maintenance Shop



Rear of Maintenance Facility and Trimmed Oleanders on the Equipment Carport



Rear Wall of
Maintenance Shop



North Wall of
Maintenance Shop



West Wall of
Maintenance Shop



South Wall of
Maintenance Shop



Maintenance Shop
Restroom



Refurbished
Maintenance Shop
Restroom

8
TURF STAR
(800)
585-8001
turfstar.com



Entry Interior of Maintenance Building



Insulation - Molded



Interior of
Maintenance Building
Looking to the back



Rear area of
Maintenance Building



Refurbished Interior to
Maintenance Building
Looking to the Rear



Interior of
Maintenance Building
Looking to the front



Refurbished Interior
Looking towards the
front entry.



**Storage Container
Relocated to Shop Area**



Shop Storage Container's
New Location by
Equipment Shop



Golf Course Maintenance Shop

Lighting



Lighting



Lighting



Equipment Shop
Interior



Reorganized
Equipment Shop



Storage Shed
Golf Course Records