

MINUTES

**McCall City Council
Regular Meeting
Legion Hall (McCall City Hall - Lower Level)
February 23, 2012**

Agenda

Call to Order and Roll Call
Work Session
Public Hearing
Approve the Agenda
Pledge of Allegiance
Public Comment
Business Agenda
Consent Agenda
Adjournment

CALL TO ORDER AND ROLL CALL

Mayor Bailey called the regular meeting of the McCall City Council to order at 5:31 p.m. Council Member Aymon, Mayor Bailey, Council Member Swanson, and Council Member Witte all answered roll call. Council Member Scott was absent.

City staff present was Lindley Kirkpatrick, City Manager; Bill Punkoney, City Attorney; Eric McCormick, Golf Superintendent; Jerry Summers, Chief of Police; Michelle Groenevelt, Community Development Director; Dennis Coyle, Parks and Recreation Director; Peter Borner, Public Works Director; John Anderson, Airport Manager; Carol Coyle, Grant Coordinator; and BessieJo Wagner, City Clerk.

Council Member Scott arrived at 5:35 p.m.

APPROVE THE AGENDA

Mayor Bailey with the consent of the Council approved the agenda as submitted.

WORK SESSION

AB 12-17 Department Annual Report to Council: Airport

John Anderson presented the Airport's annual department report to Council. The Council expressed interest in the additional details about the airport operations.

PUBLIC HEARING

AB 12-32 Adoption of Resolution 12-06 - 2012 Season Golf Rates

Eric McCormick, Golf Course Superintendent, presented the proposed 2012 Season Golf Course Rates. The Council was interested in how the fees were enforced. Mr. McCormick stated that it was difficult but felt that by lowering the cart fees to be more competitive then players would be more apt to pay. Greens Fees for 9 holes on Friday-Sunday and Holidays would drop from \$34 to \$29, the daily cart fee (to use your own cart) would drop from \$21 to \$15, and a new season pass for play only after 2:00 pm will cost \$300. All other rates will remain the same as in 2011; 2011 rates were identical to those in 2010. The intent of the reducing the rates was to remain competitive with nearby golf courses and to encourage more play. The new season pass should fill some empty tee times in the early afternoon, and maybe open up some higher demand tee times in the morning.

It was identified that the cart rental, club rental, and driving range fees should be removed from the resolution as they were not fees received by the City.

Mayor Bailey opened the public hearing on adding a new fee to the Golf Rates at 6:10 p.m.

Hearing no comments Mayor Bailey closed the Public Hearing

Council Member Swanson moved to adopt Resolution 12-06 as amended to remove the cart rental, club rental, and driving range fees, establishing the golf rates for the 2012 season and authorize the Mayor to sign all necessary documents. Council Member Aymon seconded the motion. In a roll call vote Council Member Swanson, Council Member Aymon, Mayor Bailey, Council Member Scott, and Council Member Witte all voted aye and the motion passed.

AB 12-35 Resolution 12-05: McCall Area Comprehensive Plan Future Land Use Plan (FLUP) Amendment to add Business Park Framework Plan

Michelle Groenevelt, Community Development Director, presented the *McCall Area Comprehensive Plan Future Land Use Plan* (FLUP) amendment to add the *Business Park Framework Plan* to Council.

Mayor Bailey opened the public hearing the McCall Area Comprehensive Plan Future Land Use Plan (FLUP) amendment to add the Business Park Framework Plan at 6:15p.m.

Hearing no comments Mayor Bailey closed the public hearing.

Council Member Witte moved to Adopt Resolution 12-05 to amend the *McCall Area Comprehensive Plan Future Land Use Plan* map to add the *Business Park Framework Plan*. Council Member Scott seconded the motion. In a roll call vote Council Member Witte, Council Member Scott, Council Member Aymon, Mayor Bailey, and Council Member Swanson all voted aye and the motion passed.

PUBLIC COMMENT

Mayor Bailey called for public comment at 6:20 p.m.

Hearing no comments, Mayor Bailey closed the public comment period.

BUSINESS AGENDA

AB 12-39 Local Option Tax Commission Appointments

With the appointment of the three recommended candidates, all of the seats on the LOT Commission would be filled.

Council Member Swanson moved to appoint Bob Thackeray, Shane Hinson and Lisa Wood to the Local Option Tax Commission, with terms to expire December 31, 2018. Council Member Aymon seconded the motion. In a roll call vote Council Member Swanson, Council Member Aymon, Mayor Bailey, Council Member Scott, and Council Member Witte all voted aye and the motion passed.

AB 12-41 Golf Advisory Committee Annual Report

Ron Noble, Committee Chairman, presented Council with the Golf Advisory Committee's annual report (Attachment A). Mr. Noble's report included complements to the Council for promoting a well kept golf course and his appreciation of the work done by Alan Morrison, Golf Pro, and Eric McCormick, Golf Course Superintendent.

AB 12-37 Centennial Plaza Project

Peter Borner, Public Works Director, presented the Council with an update to the Centennial Plaza project. He stated that staff had met with members of the Centennial Committee and learned that the committee had raised about \$35,000. Mr. Borner gave a brief summary of the plans to move forward with the Centennial project. Mayor Bailey asked to see the plans at the March 22, 2012 City Council meeting.

6:48 p.m. AB 12-29 Idaho Community Development Block Grant application update and request for additional City commitment of funding

Carol Coyle, Grant Coordinator, presented the request for additional City commitment of funding for the Idaho Community Development Block Grant (ICDBG) application. The application had made it past the first review by ID Dept. of Commerce staff, and additional information was being requested. Mrs. Coyle gave a brief summary of the process of submitting the Idaho Community Development Block Grant application and what was involved prior to the grant being awarded. Mrs. Coyle requested direction from the Council as to whether the City should apply for Local Option Tax funding and should the request be aggressive. The Council agreed with the draft materials presented, and decided to increase the proposed local match from the FY13 Local Option Tax revenues from \$35,000 to \$50,000.

Council Member Swanson asked what kinds of match was usually committed to this kind of grant. Mrs. Coyle stated that there was not a threshold. She also stated that the Department of Commerce likes as large of a match as possible.

Council Member Swanson moved to approve that \$50,000 of the Local Option Tax FY13 revenues be used to leverage the ICDBG grant application and authorize the Mayor to sign any necessary documents for the ICDBG project addendum submission. Council Member Aymon seconded the motion. In a roll call vote Council Member Swanson, Council Member Aymon, Mayor Bailey, Council Member Scott, and Council Member Witte all voted aye and the motion passed.

AB 12-36 Potential annexations of residential enclaves within the City Limits

Michelle Groenevelt, Community Development Director, presented the Potential annexations of residential enclaves within the City Limits to Council. Ms. Groenevelt stated that the Council had requested some additional information regarding the Ski Ranch Subdivisions and the Wanda Avenue/Davis Avenue 18.7 acre parcel and was provided to them in their packets.

The Council directed staff to wait on the annexation of the Wanda Avenue/Davis Avenue 18.7 acre parcel owned by Richard Jordan.

Council requested additional information regarding the Ski Ranch and Ski Ranch No. 2 Subdivision and the parcels west of Ski Ranch subdivision including tax records, the condition of the roads, and a cost estimate for water and sewer. The Council wanted to ensure that it made sense economically to proceed with annexation of this subdivision.

At 7:29 p.m. Council Member Scott was recused for the next item.

AB 12-33 Alpine Village: Sixth Amendment to the Development Agreement

Michelle Groenevelt, Community Development Director stated that this amendment was simply a re-titling of the previously approved Fifth Amendment, which was mistakenly given the wrong title.

Council Member Aymon moved to approve the Sixth Amendment to the Development Agreement for Alpine Village SUB-06-07 and authorize the Mayor to sign all related documents. Council Member Swanson seconded the motion. In a roll call vote Council Member Aymon, Council Member Swanson, Mayor Bailey, and Council Member Witte all voted aye and the motion passed.

Council Member Scott returned to the Council at 7:30 p.m.

AB 12-38 Discussion regarding potential City Council Retreat

The Council decided to hold a work session on March 23, from noon until 5:00 pm, to discuss a number of items. The agenda would be developed in the next couple of weeks. From approximately 3:00 until 5:00 that day, the Council will receive the Streets, Water and Sewer Annual Reports, as previously scheduled.

CONSENT AGENDA

Staff recommended approval of the following items:

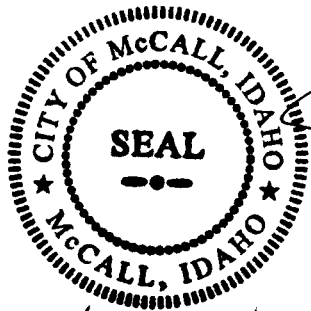
1. Regular Council Minutes – January 19, 2012
2. Regular Council Minutes – February 9, 2012
3. Warrant Registers Dated February 15, 2012
4. Payroll Report for Period ending February 3, 2012
5. Alcohol and Catering Licenses Activity Report
6. AB 12-31 National Endowment for the Arts application for Downtown and Public Art Master Plan
7. AB 12-30 Federal Transit Administration 5317 New Freedom program application for Third Street ADA improvements
8. AB 12-34 CUP-10-03: 507 N. 3rd Street- Woody's BBQ - Second Amendment to the Development Agreement

A brief discussion took place regarding the Warrant Register and corrections to the minutes.

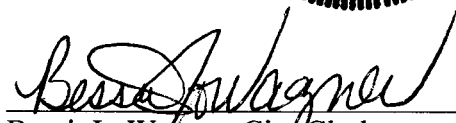
Council Member Witte moved to approve the Consent Agenda, with the minutes corrected. Council Member Scott seconded the motion. In a roll call vote Council Member Swanson, Council Member Aymon, Mayor Bailey, Council Member Scott, and Council Member Witte all voted aye and the motion carried.

ADJOURNMENT

Without further business, the Mayor adjourned the meeting at 7:50 p.m.



ATTEST:


BessieJo Wagner, City Clerk


Donald C. Bailey, Mayor

**Annual Report to McCall City Council
Golf Course Advisory Committee
February 23, 2012**

The McCall Golf Course opened in May in excellent condition; June rain totaled over 6 inches and dampened early enthusiasm. July and August golf rounds matched historical highs and a half dozen improvement projects were completed. The irrigation system bond is now fully paid off.

I. Positive Notes:

Head PGA Professional's Performance
Superintendent's Performance
LOT Funding
Golf Course Marketing

Head PGA Professional – A lot of golfers are playing at the McCall Course, eating at the restaurant, and enjoying the overall experience. Our municipal golf course is meeting the demand for an affordable resort experience. The building is also utilized for weddings, parties and other events that are non golf.

1. Green fee rates for 2011 were kept the same as 2010. The goal remains to keep revenue in line with costs – break even.
2. Total number of golf rounds played was similar to 2010. June rain greatly affected the Spring shoulder season.
3. Restaurant business has continued to improve over the previous year. There was a turnover in the chef and staff but were replaced with experienced people. The restaurant is open most of the year to improve utilization of the clubhouse and provide affordable dining options to the community.
4. Strong attendance at the junior golf summer clinic. PGA teaching professionals Ron Weber and Ray Center are excellent instructors and make the clinics fun to attend.
5. All tournaments except the seniors' event were full, and the staff received numerous compliments. There is a waiting list for all of the men's tournaments.
6. Most of the pro shop staff is returning – all are well trained, courteous, professional, and helpful to the customers.
7. The Head Pro and advisory committee continue to have an excellent working relationship. Discussions at monthly committee meetings are productive and courteous. Most committee meetings are attended by the full membership.
8. The second year of Jazz on the Green was a success with support for the Snowdon Wildlife Sanctuary and the McCall Optimist Club.

Superintendent – Fully staffed, within the budget, highly motivated crew produced noticeable improvements to the golf course. We are using more part time people.

1. Applying black sand to all greens and diligent winter monitoring contributed to a May opening with no temporary greens. Black sand was applied again last fall. (See Picture 1).
2. Staffing facilitates a mowing schedule that does not interfere with players or the pace of play.
3. More attention to detail: preventative measures like weed spraying, and beautification of grounds (flowers around the clubhouse).
4. Staff removed a portion of the bunker on 7 Cedar to make the green more accessible to higher handicap golfers. (See Picture 2).
5. The cart paths were all crack sealed and seal coated thanks to LOT funds and McCall Men's Association funds. (See Picture 3)
6. New fountains were installed in the ponds at Cedar 3 and 9 to help with algae control.
7. Driving range safety – approximately 160 large trees (evergreen and deciduous) were planted at the end of the driving range to provide a safety barrier to long drives. Over time this tree barrier should prevent range balls from landing on private lots in the new subdivision. With the trees in place and signage, there were no complaints or injury.
8. Compost organic fertilized was applied at a rate of two cubic yards per acre across all fairways and rough areas to increase turf health. We were able to use less water last summer and less chemical fertilizer. (See Picture 4).
9. Staff was able to get a number of loads of rock, a byproduct of chip sealing the highway, and used it to do a number of drainage projects in areas where we always have problems being wet. (See Pictures 5a and 5b).
10. Removed dead and damaged trees. Planted back (10) 8' trees, (10) 3' trees and over (30) 1 to 2' trees.
11. Staff continues to plow the cart paths in the winter which allows the community a safe place to come and walk their dogs.
12. Fully paid off the golf course irrigation system bond (approximately \$100,000 annually).

LOT Funding – more dollars invested in the golf course, labor and facilities.

1. Advisory Committee is very appreciative of the dollars provided by LOT.
2. New and/or used equipment purchased with previous LOT dollars are now in use.
3. Adds two seasonal positions.

Golf Course Marketing Plan – South West Visitors Association and Web Site

1. Joined up with other local golf courses to attend three golf expositions.
2. Eric attended shows in Boise, Spokane, and Seattle to attract new players. Focus is on traveling to McCall to play all of the good local courses.
3. Web Site is up and running and is updated weekly during the golf season.
4. A web cam was added to the web site so people can see what is going on at the golf course.
5. The golf course used the data base of over 2000 developed through golf shows and sign ups to do several e-blasts to market letters containing news and specials.





Word of Mouth Marketing

The excellent course condition in May and lack of temporary greens really made a difference. Players from out of our area quickly spread the word that the McCall Golf Course was in good condition and ready to play. Long time members stated that the golf course was in the best condition it has been in its 80 plus year history.

II. Challenges:

- Mother Nature – June rain was again above normal. (Normal is only two inches).
- Clubhouse building is aging – we should expect numerous repairs and upgrades needed.
- Balancing the need for small course improvement projects with a modest budget.
- Economy continues to be slow. Golfers are looking for value.
- Need financing to build the new maintenance building (planning and engineering has been completed).
- The parking lot is in need of an overlay.

Mother Nature – Rainy days in June

1. The course opened in May, but late spring rains in June kept the level of play down.
2. The maintenance crew had to hold off Aerification until mid June because of it being too wet in May.
3. Fall weather was nearly ideal and the level of play did pick up some.

Economy in general continued to decline in FY 2011

1. Travel in general has declined compared to previous years.
2. Golf rounds have declined (Nationally).
3. LOT revenue has declined.

III. Summary:

Visitors to our golf course have increasingly been complimentary about the health of the course and quality of their experience. Within a few years, the new maintenance building will be a reality allowing city employees to work in a safe and modern environment. The golf course will join the ranks of other prestigious courses certified by the Audubon Society.

The restaurant and clubhouse improvements have noticeably benefited visitors and our community. The dedication of the professionals and staff is appreciated and noticed by the golfing community. Clubhouse repairs and maintenance will increase as this building ages beyond 20 years.

The golf course advisory committee appreciates the value the City Council has placed on supporting this valuable amenity. This continued support for McCall's Municipal Golf Course has greatly contributed to its business success and overall contribution to the community.

The way to secure our future is to increase revenue while keeping costs within budget. The advisory committee recommended no increase in golf fees for 2012. The committee and staff recommended to council that we add an additional season pass for \$300 for play after 2:00 pm. They also recommended that we lower one of the 9 hole rates and the daily trail fee. It is essential that adequate funding and staffing is available to put the course to bed properly in the Fall and do the necessary clean-up and preparation in the Spring so that word gets out early in the season that McCall is the place to play.

Annual Committee Report Submitted by

Ron Noble
Golf Course Advisory Committee Chairman