

**Annual Report to McCall City Council**  
**Golf Course Advisory Committee**  
February 27, 2008

**“The McCall Golf Course is in the best shape it has ever been.”**

Most prevalent comment heard in Pro Shop,  
Quote is from Fred Stringfield – long time golfer at McCall

**I. Positive Notes:**

Head PGA Professional’s Performance  
Superintendent’s Performance  
USGA Agronomist Site Visit  
LOT Funding  
Mosquito Abatement  
Golf Course Marketing

**Head PGA Professional – More golfers are playing at the McCall Course, eating at the Restaurant, and enjoying the overall experience. Golf is still affordable.**

1. No green fee rate increase in 2007.
2. Total number of golf rounds played increased 14% over the previous year. (Total rounds = 25,624, increase of 3,085 rounds).
3. Total golf revenue increased 4% over the previous year. (Total revenue = \$543,000, increase of \$21,000).
4. Restaurant revenue increased 180% over the lowest point in 2002 (before Alan’s contract began).
5. Record number of junior golfers attended summer clinic. (Program has grown from about 20 juniors to nearly 60).
6. All tournaments were full, and the staff received numerous compliments. There is a waiting list for all of the men’s tournaments. Nearly 500 dinners were served at the McCall Amateur on Friday night (held on the driving range, included a live band).
7. Most of the pro shop staff is returning – all are well trained, courteous, professional, and helpful to the customers.
8. The Head Pro and advisory committee continue to have an excellent working relationship. Both parties feel valued when asked for their opinions on golf course items of discussion.

**Superintendent – Fully staffed within the budget, highly motivated crew produced noticeable improvements to the golf course.**

1. Fully staffed with 13 seasonal employees (1<sup>st</sup> time since Eric has been here).
2. Staffing allows 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. All irrigation pumps were pulled at the end of the season. Pumps are being thoroughly checked for wear and tear and will be repaired as needed. (To our knowledge they have never been pulled and checked in the last 10 years).
5. Completed a large improvement project at Aspen hole #5. Large retaining wall was constructed to provide the following benefits:
  - a. Bigger landing area for golf balls;
  - b. Better visually – aesthetically pleasing;
  - c. Speeds up play;
  - d. Safer for mowing crews – no longer slide into the creek;
  - e. Positively received by the players.



6. Removed dead and damaged trees.

7. Transplanted trees from Legacy Park where needed.



8. Established a small tree nursery to provide seedlings for the future.
9. The working relationship between the Advisory Committee and the Superintendent is very good, and the trust level is high.

**USGA Site Visit by Matt Nelson – Walked every hole, spent a full day on site, and prepared a helpful action plan to ensure the golf course is managed to improve the health of the greens and fairways.**

1. Thank City Council for approving \$2,000 to pay for this site visit.
2. We now have a baseline established – what we are doing well, what needs to improve, and how to make the course healthier in the long run.
3. The written Action Plan is very thorough – the following items have already been accomplished by Eric and his crew:
  - a. Proper aerification of greens, tee boxes, and fairways. (Fairways have not been aerified in a number of years). This practice will provide better drainage in the spring, encourage healthier turf, and discourage invasion of weeds.

- b. Removing hazard trees, dead trees and pruning healthy trees around some of the greens. This practice allows more sunlight on the green which encourages healthier grass.



- c. The Cedar nine holes had a severe thatch problem on the greens. Deep aerification with adequate sand has reduced the build up thatch.

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

1. Advisory Committee is very appreciative of the dollars provided by LOT: \$40,000 per year.
2. Several pieces of equipment that were purchased with previous LOT dollars are now in use:
  - a. Skid steer with snow blower attachment keeps the cart paths clear to inspect greens, and is being used to remove snow off greens when necessary. (This was a combined effort that used LOT, Men's and Ladies Association and Golf Benefit dollars).
  - b. Utility vehicles can haul twice what the old vehicles could.
  - c. The Buffalo Blower keeps leaves off of greens, fairways and cart paths.
3. Working with Idaho Power to secure a grant to upgrade the irrigation system.
  - a. Variable frequency drive pump system.
  - b. Saves power, saves energy and dollars, and wear and tear on the system.
4. Added two seasonal positions.

#### **Mosquito Abatement – New Program that has been effective and well coordinated with City Council and adjacent neighborhoods.**

1. 2007 was the first year – focus was preventative. (Staff monitored the ponds to check for larvae and then applied chemical to prevent larvae from turning into adult mosquitoes.
2. Air born spray was needed (approximately 10 times) to follow up when adult mosquitoes were prevalent.
3. In general, most neighbors were appreciative of the way the education was conducted.

4. One homeowner association has contributed dollars to help with the FY 2008 Program.
5. Well received by golfers and most homeowners adjacent to the golf course.

### **Golf Course Marketing Plan – Payette River Mountains Visitor Association and Web Site.**

1. Joined up with four other local golf courses to attend three golf expositions.
2. Alan and/or Eric will attend shows in Boise, Spokane and Seattle to attract new players. Focus is on traveling to McCall to play all of the good courses in Valley and Adams Counties.
3. Advertising banner is very professional and sets up easily at the trade shows.
4. Web Site was up and running last year and will be updated more regularly in FY 2008. (Goal is to update weekly).

## **II. Issues:**

Balancing the yearly budget  
Need more seasonal staff to improve

### **Balancing the Budget – Forced to make cuts in labor in the fall when important work needs to be done to improve the future health of the course.**

1. Labor and materials like fertilizer have increased.
2. LOT has greatly helped to slowly replace equipment, but we probably need around \$200,000 to \$250,000 to fully replace all of the aging maintenance equipment.
3. This situation has forced management to cut back on labor in the fall; some important projects are not getting done.
4. We estimate it would take about \$40,000 to \$50,000 to meet this fall labor and contract need to accomplish priority work. This is in addition to the current budget and LOT funds.

**Seasonal Staff – We are well below the National Average of number of greens staff. McCall Golf Course has similar number of greens maintenance staff for our 27 hole layout as the average number of staff for an 18 hole course.**

**Summary:**

The overall health and appearance of the golf course has been greatly improved over the past few years. Things are getting better. The Head PGA Professional, Superintendent, associated staff and committee are working well together to solve problems and build on success.

In about four years, the financial picture will look much brighter as the irrigation bond debt will be retired. This would free up approximately \$136,000 that could be invested in the golf course to accomplish some of the goals described above: better maintenance equipment, more labor, some small capital improvements to the course and clubhouse.

The pride in our Municipal Golf Course is back. The golf course advisory committee appreciates the value the City Council has placed on supporting this valuable amenity.

The way to secure our future is to increase revenue, and the most likely way to increase play and revenue is to emphasize the shoulder season of late spring and early summer. 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

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Golf Course Advisory Committee Chairman