
**BUSINESS & RESPONSIVE AGENCY ADVISORY COUNCIL
MEETING MINUTES**

MISSION STATEMENT

This Council advises and makes recommendations to the programs and operations of
Metro Parks Tacoma concerning financial management and business practices.

Metro Parks Tacoma
4702 S 19th Street, Tacoma, WA 98405
April 9, 2019

Present: Doug Andreassen, Zachary Christin, Jen Drake, Don Golden, Johnny Mojica, Derrick Nunnally, Elizabeth Pebley, Diane Phibbs
Absent: Jeff Albers, Noreen Plum, Blake Smith
Staff: Erwin Vidallon, Julie Wilfong
Board Liaison: Commissioner Baines - Absent
Guest: Chris Goodman, Meadow Park Golf Course Manager

SUMMARY

An update on Meadow Park Golf Course was presented by Chris Goodman, Manager.

CALL TO ORDER

The meeting was called to order at 7:31 a.m.

MINUTES

Minutes were approved for the November 2018, January and March 2019 BRAAC meetings.

RECRUITMENT UPDATE

No new candidates at this time.

MEADOW PARK GOLF COURSE UPDATE

Chris Goodman, Manager presented the following on Meadow Park Golf Course. Operations at Meadow Park Golf Course (MPGC) have been challenging due to the newer/updated courses in the South Sound like Chambers Bay and the new 9-hole course at American Lake. Other golf courses in Renton and Bellevue earn \$25,000 more in revenue rounds than MPGC. MPGC is a complete course with an 18-hole course and the Williams 9. The Williams 9 is a great course for teaching. Between the two courses, most of the revenue is comes from the 18-hole course. In addition, the centrally located clubhouse makes it ideal for programs.

As Meadow Park is an Enterprise Fund under Metro Parks Tacoma, it is a facility that is treated as a business that is self-sufficient. Staff look at ways to generate revenue through capital improvements and programs. This includes the improvements in the driving range that includes new LED lights and heated covers. MPGC has the only LED driving range in the county This allows golfers to practice in the evenings especially during fall and early spring. FootGolf and Glow Golf were also introduced to the community. Earlier this year, TopGolf/Toptracer was implemented in the facility. MPGC also works with First Tee to provide youth golf programs to students and the facility is used by the local high schools Golf Teams for practices. The Core Marketing Team for Metro Parks has also helped with Social Media Advertising.

The state of the golf industry locally has seen the closure of Lipoma Firs, Fort Steilacoom and Brookdale in the area. There are several vulnerable courses in the area that could possibly close in the next 2 to 10 years. Other courses have put more focus into non-traditional golf to attract millennials such as Tacoma and Renton adding TopGolf and Tacoma Firs remodeled to become Gamer Golf (Big Shot) that introduces golf, but the play time is shorter.

In 2018, Meadow Park Golf Course earned \$1.6Million in revenue. 56% derived from the Championship 18, 11% from the Williams 9, 11% from driving range while 6% came from the Gift Shop. In addition revenue exceeded

expenditures by 3%. One of the challenges with MPGC is the driving range is facing the wrong direction. It makes it difficult to see the ball as the sun starts to set.

In 2019, several improvements are scheduled such as two fairway bunker enhancements at holes #9 and #10. Improvement to the pedestrian bridge and renovations to the clubhouse bathrooms. MPGC will also look at replacement of equipment, this year the course will acquire two next generation greens movers and there is foundation work to be done in the restaurant. There is still quite a bit of deferred maintenance that needs to be done such as irrigation update, restroom and pump house improvements the roof on the maintenance building needs to be repaired and there are pipe issues. To maintain the grounds, MPGC relies on part-time staff as there are only two full time maintenance staff, however part time staff will be hired for the summer.

Meadow Park Golf Course has been part of the community for 104 years. It opened in 1915 and is the 2nd oldest public golf course in Washington State. Metro Parks purchased the facility in 1961. It had the first FootGolf course in the state and has the largest single facility Junior Golf Program.

MEETING FOLLOW-UP

None at this time.

NEXT MEETING

Tuesday, May 14, 2019, Metro Parks Tacoma, Main Conference Room.

ADJOURNED

The meeting ended at 9:00 a.m.

Approved:
Don Golden, Chair

Submitted by: Julie Wilfong