



## February 10, 2019 Painted Woods Marketing Meeting Minutes

**Board Members Present:** Al Christianson (by phone), Derek Laning, Mike Nelson, Nathan Grubb, Heath Patterson, Rachel Retterath, Newly Voigt

**Absent:** none

Others in attendance – Tony, Ladd, Joe, Chris, Charity, Trevor, Josh

Meeting called to order

H2B – There is a possibility we will not be able to get our summer help. One option is hiring a course manager, Felice, and a few part time mowers to try to get away from the H2B unknown. Mike and Newly reached out to one applicant.

**Mike motioned that we pursue hiring a grounds keeper plus grounds crew. Rachel 2<sup>nd</sup>. All in favor. MCP**

### Marketing

- Rachel passed out a sponsorship and advertising opportunities form with different pricing levels.
  - The previous hole sponsors were told their name would be on the signs for 20 years. We will continue to honor that. And a few of the signs are broken that need to be replaced.
  - Tony asked about adding golf cart advertising (windshield sticker). We will look into adding that as an option. \$500 for having the decals on the carts for 2 years.
    - **Newly motioned ADD DETAIL, Nathan 2<sup>nd</sup>. All in favor. MCP.**
  - **Derek motioned to approve the Sponsorship and Advertising Opportunities annual rate sheet, Rachel 2<sup>nd</sup>. All in favor, MCP.**
- The tournament package is available now. We need to reach out to try and book new tournaments.
- Rachel suggested sending out a mailing to all Washburn and Wilton businesses showing the advertising opportunities.
- Charity brought up the clubhouse rental rate at \$200. We will leave the rate offered up to the clubhouse and can vary the rate based on whether they are buying food and drink.
- Raffle – prizes were reviewed. We currently have 10 prizes including the golf cart.
- Radio campaign is being done through exchange for passes. There is no plan to post TV ads this year.
- Tournaments – June is getting booked up. Charity will send out the google calendar that shows the dates available.

Trevor, Chris, and Josh brought up a suggestion for an “Adopt a Hole” program to keep the course in good shape and labor costs low. They also suggested a Monday through Wednesday unlimited golf special with a dozen golf balls, 2 hot dogs with chips, a beverage, all for \$49.99. Brought up that we need to get men’s night back to former levels. Also, the idea of a Painted Woods Cup (9 tournaments). They would like us to improve the website and brought a suggestion from other courses that had the wicked 6 (last six holes). We could possibly do that on our last 4 holes.

Next meeting will be March 10, 6 pm at the clubhouse.

Meeting Adjourned.