

MINUTES  
BEN GEREN PARK BOARD MEETING  
June 11, 2012  
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 12:00 noon, June 11, 2012, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present was:

Mr. Eddy Beshears

Absent were:

Mr. Jerry Neel

Mrs. Beth Presley

Others present were:

Sebastian County Judge David Hudson

Mr. Channon Toland, Parks Administrator

Mr. Steve Nicholls, P.G.A. Golf Professional

Mrs. Paula Vincent, Parks Administrative Secretary

Mr. Joe Mundy, Ben Geren Softball Association President

Mr. Kim Thompson, Ben Geren Softball Association Vice-President

Ms. Wanda Freeman, Southwest Times Record

The meeting was called to order at 12:05 PM by Mr. Eddy Beshears, Chairman.

The first item on the agenda was Reports:

The Monthly Financial Reports were reviewed. A total of \$89,543.33 for the Golf Course, \$7048.30 for the Front Side, and \$7,801.53 for Miniature Golf was transferred to County Treasurer for May 2012.

Other reports included in the packet for review are:

- Ben Geren Miniature Golf 2011-2012 Revenue & Expense Recap
- Softball 2007-2012 Revenue Recap
- Soccer 2007-2012 Revenue Recap
- Go-Cart 2007-2012 Revenue Recap

Park Administrator Report: Channon Toland

- Park: We are keeping up with capital improvements
- Golf Course: Rounds are up
- Miniature Golf: Is doing better than last year

Briefing on Golf Course Marketing: Steve Nicholls

- June Newsletter went out offering 15% off next purchase of green fees or cart fees, one time offer, expires June 30, 2012
- Ongoing radio ads with 94.5 FM which produces the Tuesday afternoon golf league of about 25 players. Also have ads on 95.3 and ESPN radio running through September. Ads can be changed as things come up. We also have a Monday Max

Golf League which starts on Monday morning with Steve on the radio with Jay James. They talk about what is happening at the golf course.

- We are partnering with Choctaw Casino offering 10% discount to their rewards plus program club members. In return, they are buying a tee sign.
- Tee signs: Five left to sell
- Father's Day Special: Five rounds with cart, a \$190 value for \$160. Runs only until Father's Day.
- Small price increase has not impacted us.
- Golf carts: We bought 23 this year

Briefing on Golf Course Operations: Brian Cummins (absent)

- Rough: Channon reported that it is being maintained

Park Operations: Bobby Faulkner (absent)

- Seasonal Maintenance: Channon reported that we have a good crew
- Projects: Channon reported that we are keeping up with ongoing projects
- Special Events: June calendar was included in the packet for review

There being no other business to come before the Board, the meeting was adjourned at 12:30 PM.

Respectfully submitted,

Paula Vincent, Administrative Secretary