

**From:** Elijah Carbono [mailto:██████████@zoho.com]

**Sent:** Tuesday, August 8, 2017 3:36 PM

**To:** edit <edit@isthmus.com>; Knepp, Eric <EKnepp@cityofmadison.com>; McKinney, Barbara <district1@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; michaelwillc <██████████@gmail.com>

**Subject:** Bunny hill

I remember when the war in Vietnam continued on and on with more troops, more bombing, more death everywhere. Each year we increased our presence. General Westmorland convinced Washington that would be the only way to win the war.

A clever writer compared the difference between that methodology and what Ford decided to do with the Edsel. He laughed at what he thought Ford could have done, more marketing, more luxuries, etc., verses what they did. Just shut down the Edsel. And he pointed out logically how our country would be better off just ending the Vietnam war instead of adding to it.

He was correct and eventually the US faced the music.

Selling Monona Golf Course to sink \$3.5 million into Yahara Hills is much the same thing. Don't expect the \$3.5 million to change the way people recreate. Yahara is mismanaged, like the other 3 City courses, ultimately run by non golfers, Knepp and Soglin. Knepp's former leader messed up the entire situation and today, the Park's mismanagement is the biggest cause of the golf deficit.

Put PGA pros back into the courses, let them dictate where funds should go to improve play and keep non golfers from deciding what will happen next.

If you choose instead to sell Monona to add money to the biggest loser of all, Yahara, you again are limiting the future for golfers in Madison.

It's the same as a ski hill shutting down the bunny hill and expecting the skiers to utilize the double diamond run instead. It ain't happening.

From: Ken Walz [mailto:██████████@gmail.com]  
Sent: Tuesday, August 08, 2017 11:28 PM  
To: Parks <parks@cityofmadison.com>  
Subject: SAVE MONONA GOLF COURSE

I recently read that the city is planning to close Monona Golf Course in order to sell the land off to a developer, and use the money to try and prop up the ailing Yahara Hills Golf Course.

So let me get this straight:

- 1) The city is going to sell off valuable urban green space in the middle of the city at Monona Golf Course, in order to subsidize a struggling course that is located far outside of town, across the street from a landfill, where few of the citizens and taxpayers actually live.
- 2) The city is going to sell off one of the small friendly golf courses that is well suited to youths, senior citizens, and women's leagues in order to subsidize a giant sprawling course, that is too grueling for the majority of golfers, and best suited to only the most vigorous of male players.
- 3) This is despite the fact that there are many other long 18 hole regulation golf courses in the surrounding area, but a shortage of smaller 9 hole courses.
- 4) The city is going to sell off Monona golf course, which is by most measures revenue self-sufficient, in order to subsidize its worst performing golf course that has been a money sinkhole for several years.
- 5) The city is going to sell off an urban golf course, which is adjacent to many homes that were purchased specifically because of the higher property values that resulted from being located on the course. (these homes will surely lose value after the course is sold).
- 6) And the money from that sale is then going to be used to prop up a course on the periphery of town, for which there are no neighboring properties to speak of, and little additional benefit to any adjacent landowners.

NONE of this makes any sense. This proposals is NOT in the best interest of golfers, the neighboring community, or city residents as a whole.

I strongly encourage the Parks Department to reconsider this idea, and to Save Monona Golf Course.

Sincerely,  
Ken Walz

**From:** "Lance Wilde" [REDACTED]@gmail.com>

**To:** [annedave@chorus.net](mailto:annedave@chorus.net)

**Sent:** Tuesday, August 8, 2017 6:39:53 PM

**Subject:** Monona Golf- public feedback

Hi, I am in favor of selling off some of the golf course for tasteful development. It would be nice to have some urban density on this end of town. I could see the golf course divided up into green strips with bike paths down the middle- lined with trees and finally, low rises on each side of the strips.

I prefer long skinny parks that connect to somewhere over large, empty, often underutilized ones.

Thank you, Lance Wilde [REDACTED] Drexel Ave, Madison, WI

From: Michael Coenen <[REDACTED]@gmail.com>  
Date: Thu, Jul 20, 2017 at 10:44 AM  
Subject: Monona Golf  
To: Marsha Rummel <district6@cityofmadison.com>

Marsha,

I have been playing golf in the Wed. night men's league at Monona for 35 years. The talk of closing our course is unacceptable. The idea that we can just go out to Yahara and be happy is not reality. Yahara is a lousy course for a lot of reasons and the biggest reason is summers like this one. It does not drain well and is unplayable, can't be mowed and likely closed for days and weeks at a time. Ask the staff how many events have been canceled this year. Monona on the other hand drains great. The minute it stops raining you can go right back to playing. It is more enjoyable to seniors and entry level players, an important point. Monona has the most rounds played of any of the city courses. The idea of closing our course to save that money pit Yahara is like saying we just don't matter. I could keep going but I will stop for now. Do not let this happen. There has been some bad decision making at Parks dept. in recent years and this would be another one.

Sincerely,

Michael

**From:** Jan Ogden [mailto:outlook. [REDACTED]@outlook.com] On Behalf Of Jan Ogden  
**Sent:** Thursday, August 3, 2017 4:07 PM  
**To:** Knepp, Eric <EKnepp@cityofmadison.com>  
**Subject:** Upcoming Meeting August 8

I am not able to attend the upcoming meeting, but would like to provide some input into the decision making which will occur related to the Madison courses. I have read the 2016 Report on line.

I golf on leagues at both Odana and Glenway and am happy with the courses. After reading the report, I agree that Odana could use physical improvements in the Clubhouse, particularly. If the improvements were made the course could generate additional revenue with weddings and other functions. I believe adding wine/spirits back into the Clubhouse would generate additional income and provide a comparable level of offerings to say, Pleasant View, and other courses. Ryan does an excellent job, by the way!

Since Yahara appears to be the biggest financial drain, reducing the number of holes offered, cutting back on the large expenditures to upgrade the physical elements of the course (clubhouse), and trying seriously to solve the drainage issues, would make sense. It seems as though money was thrown at the course which has not performed well for a period of time.

Monona is a lovely course, as well, and provides challenges to all golfers -- particularly youth and seniors. I believe selling this off would be a mistake.

Thanks for considering my opinions.

Jan Ogden

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**From:** Kathy Michaelis [mailto:██████████@gmail.com]  
**Sent:** Wednesday, August 02, 2017 3:42 PM  
**To:** Parks <parks@cityofmadison.com>  
**Subject:** Re: Parks Contact Submission: Golf Program. Future of Monona Golf Course

Please forward to appropriate staff:

Monona Golf Course continues to be a community asset. Used not only by golfers but also as a city park for walking and running and for cross country skiing in the winter. A few improvements to the clubhouse, more range in food and drink, and more proactive marketing would bring the Course back to the time when it thrived. It is still a quality Course in spite of limited attention by the city.

If the city truly "needs" to reduce its golf program, I would suggest Yahara would be better option. I would guess that the Ho-chunk could purchase it and really make it into a championship course.

Kathy Michaelis

██████ Milky Way

Madison

53718

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From: b [mailto:██████████@sbglobal.net]

Sent: Monday, July 31, 2017 4:14 PM  
To: Romines, Charles; Steindl, Theran  
Subject: Questions about Subcommittee review of  
2016 Annual Report

Hello,

I understand the Parks Golf Subcommittee will be meeting on August 8th to discuss the 2016 Madison Golf Annual Report, including evaluation of possible alternatives to improve the future financial stability of the Golf Enterprise Fund.

I have several questions.  
The agenda for the August 8th subcommittee meeting does not give notice of a public hearing. The Public Comment portion of the meeting specifies that comments should relate to items not on the agenda. Will the committee allow public comment on this agenda topic on August 8th?

Also, what are the next steps in the process of the making choices among the presented alternatives? Will the committee meet again on this topic and hold a formal public hearing? What is the projected timeline to make a recommendation to the Board of Parks Commissioners and will the Commissioners hold a public hearing on the matter?

Thank you.

Beth Godfrey

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**From:** ██████████@peak.org [mailto:██████████@peak.org]  
**Sent:** Friday, July 28, 2017 1:19 PM  
**To:** Knepp, Eric; Wiesen, Ryan; Steindl, Theran  
**Subject:** Monona Golf PARK

Hello.

My wife and I are in the Monona Golf Park neighborhood. We've seen the annual Golf Club report and the part that explores closing the golf course and selling some of the land for development. We want you to know that this public land is not all about golf. It's a public park that is enjoyed by most of us in the area AS A PARK. If it cannot be sustained for golfers, then fine, but that does not require selling any of it. It can remain a park. All of it. There is a tremendous amount of wildlife there. It would be better preserved for that purpose. Please look to others sources of revenue to fund the needs of the other golf courses in Madison. Maybe the golfers in town can figure out how to do that. But do not entertain robbing the rest of us of our public park resources.

Thank you,

Barry Kerr  
██████████ Seth Circle  
Madison 53716



**Contact Information:**

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**Name:** Tim Reilly

**Street Address:**

██████████ Callisto Dr.

MADISON, WI 53718

**Phone:** ██████████

**Email:** ██████████@outlook.com

**Comments / Questions:**

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**Subject:** Golf Program

**Comments / Questions:**

I just want to offer my opinion regarding the Master Plan for golf. If there is a need to reduce the footprint of Madison golfing, then Yahara is the place to do it. It has 36 of the total 72 holes offered by Madison. Taking nine holes away from Monona and building is more businesses does not seem very prudent.

I also question the assumption as to whether golf needs to be totally self funded given the fact there are no fees for many other park activities for folks.

Thank you. Tim Reilly

**Contact Information:**

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**Name:** Howard Bowman

**Street Address:**

██████████ Pluto St.

Madison, WI 53718

**Phone:**

**Email:** ██████████@charter.net

**Comments / Questions:**

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**Subject:** Golf Program

**Comments / Questions:**

Dear Friends, I am unable to attend the meeting on 8/7 regarding Monona Golf Course, so I hope you will pay attention to my email. I love the Monona course. It is a wonderful place to play for those of us who live on the East side. My friends and I would e very sad to lose this gem of a course. It is so good for walking and for average duffers!

Howard Bowman

**Contact Information:**

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**Name:** Rob Zaleski

**Street Address:**

██████████ Turner Ave.

Madison, WI 53716

**Phone:**

**Email:** ██████████@gmail.com

**Comments / Questions:**

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**Subject:** Golf Program

**Comments / Questions:**

Parks Superintendent Eric Knepp:

I was shocked and, frankly, dumbfounded to learn that the city is considering selling Monona golf course. I realize the parks department desperately wants to improve its revenue situation, but after moving to the east side after 36 years in the Meadowood neighborhood on the southwest side I've come to appreciate what a valuable resource the Monona course is.

I play there often and am amazed by the variety of golfers it attracts: seniors, both male and female; talented teens and kids just learning the game; and low handicap golfers as well. It's a charming, old-fashioned layout and a perfect fit for the east side/Monona population. It complements the area's high quality of life.

So I'm perplexed why the parks department would such a move, particularly at a time when cities across the country are struggling to find ways to accommodate and provide activities for our exploding boomer generation. It's even more bewildering in light of the fact that Monona is close to breaking even and draws more golfers than its west-side counterpart, Glenway. I suspect with a little promotion it could become a reliable money-maker.

I know another option the city's considering is selling 9 or 18 holes at Yahara Hills, which makes far more sense. I also play there sometimes, but it's a flat, swampy, tedious layout, and many of my golf buddies refuse to play there. Sorry to say, it's got image problems has had from the day it opened which is a big reason it's never made money. And I seriously doubt that's ever going to change.

So, please, do the right thing here and drop any consideration of selling Monona golf course. To do otherwise would anger thousands of people and it defies logic.

I'm here tonight as a lifelong east side Madison resident. I'd like to go on record to state that I'm a purely recreational golfer and in support of keeping Monona golf course as is.

According to the annual city golf report it is stated that closing Monona could allow for a significantly sized new park in an area that does not have the same access to community parks as do most areas of the city of Madison. There truly is no area in Madison that is lacking for park area. By its own admission on its website, the city of Madison has the most playgrounds per resident of any city in the nation - almost two or more per 1000 residents than the 2nd place city.

Monona Golf Course has already been reduced in size at least twice to make way for a high school, a middle school and a football stadium. There are playing fields, ball diamonds and tennis courts available for public use on those grounds. Adjacent to hole #4 is an 8 ½ acre park with playground. Non golfers walk and run the perimeter of the golf course. Physical education and golf instruction classes from Monona Grove and LaFollette high schools are held on the course. There is an active First Tee program for little kids. I'm told that even cross country skiers and sledders can be found out there in the winter.

We have a beautiful city of which we are all proud. Even the city's water utility Well #9, just a few blocks away from Monona golf course sits on a nice green space. Nearby, Glendale Elementary school has a playground and abuts up to Edna Taylor Conservation Park that offers over 60 acres of natural park beauty. There is also the Aldo Leopold Nature Center and Woodland Park on Monona Drive. Monona has several other nearby beautiful parks available to Monona and Madison residents.

Those of us who golf at Monona know that it is in need of care but we are here tonight to defend our neighborhood course - where we choose to golf. Monona Golf Course is already a mature beautiful necessary and irreplaceable park. It is a vital and an essential part of east side Madison and the city of Monona. The idea that parts of it may be sold and stripped away to develop the east side of Monona Dr. is disappointing to say the least. A one time cash in the pocket deal is not going to solve the budget of Madison golf courses. Once that serene landscape along Monona Dr. is gone it is lost and can never be recaptured and then we are all in debt.

I think it's unfair to expect the city golf courses to be self sufficient. Is this expected for the multitude of softball or soccer fields, tennis courts, or beaches? We have a diverse population; residents have different needs and uses for park facilities within this fine city and no group, nor activity, nor neighborhood should be targeted to lose their playing ground. Thank you.

BETH ZEIER

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August 7, 2017

Eric Knepp, Parks Superintendent  
City of Madison Parks Division  
City-County Building, Room 104  
210 Martin Luther King Jr. Blvd.  
Madison, WI 53703

Dear Mr. Knepp:

This letter, which I sent to the *Wisconsin State Journal* today, conveys thoughts that I would like you and the Parks Division to take into consideration as you evaluate how to address losses sustained by the city's golf courses.

I would emphasize that we east siders would like to have a course located in our part of the city. I believe that factor should be given considerable weight in your decision making, as your division should be responsive to the needs of the whole city.

August 7, 2017

Letters to the Editor  
Wisconsin State Journal

The report that Monona Golf Course could be sold (Wis. State Journal 8-6-17) is distressing to me. As an older person who lives on the east side, I find that course to be very suitable for my game because of its length, interesting, located conveniently and affordable. On the other hand, after playing Yahara Hills Golf Course once several years ago, I quickly decided that it is too long, rather uninteresting, and too far away.

The Madison Parks Department should give priority to the preferences and needs of "ordinary" golfers, including senior citizens, young people and women. Could it be that Yahara Hills "has been the biggest contributor to losses," because it caters to a more limited clientele, one that will never grow substantially? And, therefore, would the idea of investing in it at the expense of Monona be self-defeating?

Roger Brooks  
[redacted] Jupiter Dr., #1020  
Madison, Wisconsin 53718  
(608) [redacted]

Sincerely,



Roger Brooks



August 8, 2017

**Statement to City of Madison Golf Subcommittee concerning the possible sale of Monona Golf Course**

The Madison Area Retiree Golfers Association (MARGA) is an independent association of Madison-area retirees, formed in 1978, which conducts summer golf leagues on Madison city golf courses. We have 7 morning leagues at all four Madison city golf courses (Glenway, Monona, Odana and Yahara). For the 2017 season, MARGA registered 355 members, and was responsible for over 600 scheduled weekly rounds of golf on the city golf courses.

The MARGA Council is the governing body of the Association. The Council has 18 members, including the Association officers and representatives of each of the 7 leagues. At its monthly meeting earlier today, the MARGA Council unanimously opposed any sale or closing of Monona Golf Course.

MARGA would welcome an opportunity to participate with Parks staff in a process to develop a long term strategy to ensure that affordable golf continues to be available to the Madison area golfing public.

Larry Witt, MARGA President

Ed Lippert, MARGA Vice-President

**From:** [REDACTED]@yahoo.com [mailto:[REDACTED]@yahoo.com]

**Sent:** Thursday, August 10, 2017 9:48 AM

**To:** Parks

**Cc:** Romines, Charles; Brinza, Ryan

**Subject:** Parks Contact Submission: Golf Program

**Contact Information:**

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**Name:** Wendy Burch

**Street Address:**

[REDACTED] W Dean Ave [REDACTED] W Dean Ave

Monona, WI 53716

**Phone:** [REDACTED]

**Email:** [REDACTED]@yahoo.com

**Comments / Questions:**

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**Subject:** Golf Program

**Comments / Questions:**

Good morning,

In light of the recent news with the Monona Golf Course, I wanted to share how this local golf course positively impacts my family. I have a young family so having the golf course nearby is essential to its use for us.

1. My 6 year old son participates in the kid's programs, He loves them and having them just down the road from our house is what makes this possible.
2. We spend family time on the driving range frequently and enjoy that family bonding time.
3. With a 9 hold course, my son and husband easily golf together there and thoroughly enjoy it every time.
4. As a woman, I don't feel intimidated to golf at the Monona course due to its small and local feel.
5. My son was looking forward to walking to this golf course for many years to come for personal development, not just in golf.

Please don't take such a wonderful, family resource away from my family and all the other families that are like mine. Please value families and our community before money.

Thanks for your time,

Wendy Burch

Aug. 8, 2017

My name is Ann Waidelich. I am the curator of the historic Nathaniel & Harriet Dean House on the northwest corner of the Monona Golf Course. I am here with other members of the Board of Historic Blooming Grove Historical Society to express our opinion on the future of the Monona Golf Course. We are the local historical society that has been leasing the Dean House from the City of Madison since 1973. The house is on the National Register of Historic Places and is a Madison Landmark.

The house was built in 1856 by Nathaniel & Harriet Dean as their home on a 500-acre dairy farm – much of which is now the Monona Golf Course.

In 1926 a group of businessmen from Schenk's Corners bought the property and converted it into a private golf course. But they lost control in the Depression and the City of Madison acquired the golf course in 1935.

The golf course used the Dean House for a club house until 1972 when the current club house was built. At that time, the city wanted to tear down the house, but the newly formed Historic Blooming Grove Historical Society ask to lease the building, restore it to its 1850s appearance. It is open to the public and school classes as an historic house museum and research center for the history of Blooming Grove, Monona and southeast Madison. This we have been doing for the past 45 years.

Needless to say, we want to continue to operate the Dean House.

If the golf course closes, which we do not want to see because it makes a wonderful background for the Dean House. We use the green space behind the house for our summer series of Back Porch Concerts and the row of pine trees to the south and east of the House are a buffer from the golf course.

Thank you for this opportunity to express our opinion on the future of the Monona Golf Course.

Ray Krizmanic, President, [REDACTED]  
HBGHS, PO Box 6704, Monona WI 53716  
[REDACTED]@tds.net  
[www.bloominggrovehistory.org](http://www.bloominggrovehistory.org)



**From:** Michael Coenen [mailto:miccoenen@gmail.com]  
**Sent:** Thursday, August 10, 2017 2:45 PM  
**To:** Knepp, Eric <EKnepp@cityofmadison.com>  
**Subject:** Selling Monona GC

Sir,

For those that don't play golf there is a lack of understanding. Golf is game that can be enjoyed for a lifetime whether you are good at it or not. From early junior years to your last days on this planet. Whether the interest is occasional or total passion for the game. For those of us that depend on municipal parks to get our recreation we are quite often at the mercy of decision makers that don't understand. When I email my alder about golf concerns I don't get a response. I know the mayor is not a golf fan. That's OK, I understand it is just part of Parks. But that is where the problems start. Yahara Hills was designed by a city architect that never touched a golf club. He simply read a book on golf course architecture and said I can do this. That is why we have 36 massive circles out there with some sand and mowed grass. Yuck! There was little thought of drainage or wetland incorporation or maintenance costs, fuel was cheap. Thus the money pit of today. Closing Monona will not fix any of this. The eastside seniors that play Monona regularly are not going out to Yahara. They are going to go out to the Farm or Door creek or Bridges. More lost revenue. One of your predecessors Mr. Brisky took it upon himself to fire the PGA pros rather than simply renegotiating the management contracts. The PGA is dedicated to growing the game. They know course management. I am sorry but the city just doesn't know golf management. The junior programs the pros ran were tremendous. Tiny Glenway had one of the biggest programs in the city, in the little triangle between holes 5,7 and 9. While PGA pro Bill Sheer was teaching all of these kids, the parents were on the clubhouse terrace having a beverage or what have you. That is gained revenue! Where are your junior programs? The PGA has a huge push to get women and girls into the game and they are being very successful. Look at the Olympics. Get the kids off of there screens and outside. Monona GC is a place young people can learn the game. A destination they can reach by walking or bicycle. Yahara Hills is out of town. The problems at YH are not insurmountable. Bureaucracies tend to put things off until it becomes OMG we have to do something. Better regular maintenance of infrastructure and incremental improvements over successive years will go a long way. This has been a very wet year magnifying Yahara's problems. I play all of the city courses and think your golf course superintendents do a tremendous job. I find it funny that the Sunday morning headline was we have to sell Monona GC to save the Parks. 1 week later let's throw millions at Reindahl Park.

Sincerely,

Michael

**From:** Mary Boyd <[REDACTED]@sbcglobal.net>

**Sent:** Tuesday, August 8, 2017 3:30 PM

**To:** DeMarb, Denise; Ahrens, David; Baldeh, Samba; Kemble, Rebecca; Palm, Lawrence; Mary Boyd

**Subject:** Monona Golf Course

I am attaching a petition that my golf group will be presenting at the parks meeting at Olbrich Gardens this evening. As a Richmond Hill resident ([REDACTED] Alexandria Lane) and former Elvehjem Neighborhood resident, I am strongly in favor of keeping Monona Golf Course open as a functioning 9 hole course. It is one of the Eastside's recreational gems. It serves the same purpose as Glenway on the Westside of Madison and, in fact, is a higher quality golf course in terms of its size and layout. I can only remember one time when parts of Monona course was partially closed due to standing water and that was during the flooding in 2008. This year we have been able to play every Tuesday night. I have played in a ladies multi-age league (Swing 'N Ms) there since 1978. We play starting at 4:45 pm and our league include retirees and working women --ages ranging from early 20's to upper 70's. Over the years we have shared Tuesday evenings with a league from Oscar Mayers, high school students from La Follette and Monona Grove and First Tee grade school and middle schoolers.

Yahara is not a good option for us since many of our golfers are higher handicappers and beginners. I am upset that the only two courses considered for disposal are on the Eastside. I have been concerned and voiced it to the course pro that Monona has not received quality upkeep in the past two years which may in fact have impacted the numbers of rounds negatively. We have not had quality sand traps on the course for at least two years. We are promised but nothing happens. That has not been the case at Odana or at Glenway. Our group is wondering if the course was told not to repair because the Parks Dept. had already decided to make the case for closing the course. If dollars are an issue--both the westside and eastside should bear the result.

I am sure there are buyers for the land next to Monona Drive. But that is not a good reason to dispose of quality park land in a growing city. You can only sell it once. The families in the near eastside 53716, 53714, 53704 and 53718 deserve to have the same quality of golf availability as the near westside. I doubt if selling the property on Monona Drive would generate enough money to renovate Yahara to the extent needed or described in the report. And when money is short the next time, will part of Yahara be on the chopping block?

Access is an issue if Yahara were the only course on the East side. There are no bike paths or city buses to the course. Unlike Monona, Yahara is nowhere near the eastside schools. It is on the far reaches of the city unlike Odana and Glenway on the Westside. I have a car and I have golfed on Yahara and enjoyed it when it is dry. However, it is a mosquito infested swamp whenever it rains. I can't speak for anyone but myself but I doubt if our league would be willing to move to Yahara if Monona closes. We would look for other options.

One final note. As I indicated I have golfed on Monona Golf Course for almost 40 years and the price of golf today--in relative dollars-- is less than it was in the early 1980's at least when it comes to renting a cart. At one time renting a cart for nine holes was \$9 a round for 9 holes. In 2017, it is \$7.50. At one time we could purchase food as well as a beer at 8 p.m. when we finished a round. Now the grill is closed to everything but a beer or soft drink. I do not think that Madison is marketing the courses to the extent possible.

Finally, Think long term not short term. I firmly believe any pain should be borne equally by the westside and eastside. Statistics show that Monona is close to breaking even and in fact has more golfers than Glenway. The situation can be manipulated through maintenance and politics. Don't let it happen. Thank you for taking the time to read this lengthy email.

**Subject:** Monona Golf Course

**From:** Mary Boyd [REDACTED]@sbcglobal.net)

**To:** district16@cityofmadison.com; district15@cityofmadison.com; district17@cityofmadison.com; district18@cityofmadison.com; district12@cityofmadison.com; [REDACTED]@sbcglobal.net;

**Date:** Tuesday, August 8, 2017 3:30 PM

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Access is an issue if Yahara were the only course on the East side. There are no bike paths or city buses to the course. Unlike Monona, Yahara is nowhere near the eastside schools. It is on the far reaches of the city unlike Odana and Glenway on the Westside. I have a car and I have golfed on Yahara and enjoyed it when it is dry. However, it is a mosquito infested swamp whenever it rains. I can't speak for anyone but myself but I doubt if our league would be willing to move to Yahara if Monona closes. We would look for other options.

One final note. As I indicated I have golfed on Monona Golf Course for almost 40 years and the price of golf today--in relative dollars-- is less than it was in the early 1980's at least when it comes to renting a cart. At one time renting a cart for nine holes was \$9 a round for 9 holes. In 2017, it is \$7.50. At one time we could purchase food as well as a beer at 8 p.m. when we finished a round. Now the grill is closed to everything but a beer or soft drink. I do not think that Madison is marketing the courses to the extent possible.

Finally, Think long term not short term. I firmly believe any pain should be borne equally by the westside and eastside. Statistics show that Monona is close to breaking even and in fact has more golfers than Glenway. The situation can be manipulated through maintenance and politics. Don't let it happen. Thank you for taking the time to read this lengthy email.

## Attachments

- Petition in Support of Keeping Monona Golf Course Open (3).pdf (117.07KB)

Petition in Support of Keeping Monona Golf Course Open

We, the members of the Swing 'N' Ms golf league, hereby urge the City of Madison to keep the Monona Golf Course open for the following reasons:

1. Our women's golf league is in its 40<sup>th</sup> season at Monona Golf Course, and we wish to continue our tradition at this special course.
  2. For 40 years our league has enjoyed the beauty and challenge of the Monona Golf Course, its excellent driving range, its appealing neighborhood setting, and its convenient location.
  3. Our league has rarely, if ever, had golf canceled due to standing water on the course, as the course drains very well, unlike other courses.
  4. The Monona Golf Course contributes to an increased quality of life for Madison's east siders and others who take advantage of all it has to offer.
  5. Our league donated a birch clump tree, which is planted to the left of the forward tee box on hole #1, in memory of long-time league member Marion Hines, who passed away in 2003. Over the past 14 years its small, slender trunks and limbs, reminiscent of Marion's
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physical stature, have grown into a tall and full tree, reminiscent of Marion's character. It is a beautiful addition to the golf course and a special reminder of Marion every time we golf.

Linda Andrew, Monona  
Barb Becker, Madison  
Mary Berg, Madison  
Mary Boyd, Madison  
Kathy Cullen, DeForest  
Deanna Finley, Cottage Grove  
Jerilyn Goodman, Middleton  
Elaine Gundlach, McFarland  
Janet Hagen, Madison  
Peggy Hendrickson, Madison  
Anne Hofmann, Monona  
Karelyn Hopkins, Monona  
Patty Krall, Cottage Grove  
Dale Leibowitz, Madison  
Diane MacDonald, Madison  
Debbie McDaniel, Madison  
Sue Melum, Madison  
Kathy Petty, Madison  
Julie Pretell, Monona  
Noreen Ray, Madison  
Amy Scarr, Madison  
Donna Schaefer, Madison  
Peg Scholtes, Monona  
Jan Schubert, McFarland  
Sherry Shaft, Burke  
Marge Shuppe, Burke  
Pam Stangl, Madison  
Nancy Voss, Madison  
Emily Young, DeForest  
Beth Zeier, Madison

**Steindl, Theran**

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**From:** Park Commission  
**Sent:** Monday, August 14, 2017 3:29 PM  
**To:** Brinza, Ryan; Steindl, Theran  
**Subject:** FW: Re: Golf Courses

Another comment about Monona

**From:** [REDACTED] [mailto:[REDACTED]@gmail.com]  
**Sent:** Sunday, August 06, 2017 11:03 AM  
**To:** Park Commission  
**Subject:** Fwd: Re: Golf Courses

Sent from my Galaxy Tab® A

**Subject:** Golf Courses

I want to give my two cents regarding closing Monona Golf Course. If you are not the best person to address this, would you kindly forward this to the best person.

I am a senior golfer in a league at Monona. I have golfed on city courses since 1960's, initially primarily at Odana and Glenway. I live on the west side. None of us were ever happy playing at Yahara Hills and per article in Sunday's paper we weren't alone. So it makes no sense to keep that course open. But I understand it would be more difficult to sell that land. However, what you need to understand is for those living on the east side, Monona is it. Why would you deprive east siders of a course? Yahara will never replace Monona. I think Parks and Recreation needs to take a different viewpoint. Maybe the city needs to subsidize the golf courses as they do parks. Maybe the city needs to look at selling other properties - even some parks for development.

Thanks for "listening". Elaine Kloepfel

**From:** William Olson <[REDACTED]@icloud.com>  
**Sent:** Tuesday, August 8, 2017 10:26 AM  
**To:** All Alders  
**Subject:** Please don't sell Monona Golf Course

General Information

**Name:** William Olson  
**Address:** [REDACTED] Harding Street  
**City:** Madison  
**State:** WI  
**ZIP:** 53714  
**Phone:** [REDACTED]  
**Work Phone:**  
**Email:** [REDACTED]@icloud.com  
**Should we contact you?:** Yes

Message:

Dear Alderperson Ahrens and fellow Council members,

I'm a retired workers compensation lawyer. I moved last year from the West side to the Eastmorland/Olbrich Park neighborhood, specifically to enjoy the Monona golf course and Olbrich Botanical gardens.

The Monona golf course is a few blocks from my house. In a couple of years, I am likely to move to the "CohoMadison" cohousing project on Winnebago Street, but I'll still be an Eastsider and I still plan to play at Monona.

I've played golf for about 50 years, without taking membership in country clubs. I think municipal golf is a great leveler and a healthy place for the exchange of competing views, as well as a healthy place to get some exercise and fresh air. A public golf course can serve as a place where strangers meet and recognize each other as regular human beings and thus modify some of their polarized views. We need more of that, not less.

About Monona golf course, it seems to be in the best condition among Madison's municipal courses. The rolling terrain drains well and plays much better than Odana and Yahara, both of which were constructed on bogs and wetlands. Those big courses are far too long and demanding for youth and seniors, particularly when the courses are wet and soft or closed by the effects of climate change. You can anticipate that the drenching of Yahara golf course will get worse, not better, in years to come.

On Monona golf course, boys and girls practice and learn to appreciate green space and the common courtesy that is fundamental to the game itself. Adults take lessons there and take up the game in an un-pressured environment. In late fall and in winter, the course is a generous walking space where one can get some sunlight and peace, without

2

driving miles out of town. Monona golf course is a functional civic asset that is very unlike an unsupervised park.

Giving away this precious asset, only to replace it with intensive strip development and ever more traffic along Monona Drive is short sighted. Although some developer surely is pushing to make a million, the rest of us will lose the long green buffer along the Avenue and the peace that goes with this public green space. Monona golf course, once destroyed, would be a treasure lost to us and future generations.

This little course is a gem that many of us see as a permanent, integral part of the East side experience. There are several generous and largely unused parks on the East side, but only one municipal golf course that belongs to all of us. Monona golf course is within a easy few blocks of thousands of your friends and constituents. By comparison, the harrowing, environmentally expensive highway drive to the bogs of Yahara doesn't call many of us.

Personally, I favor a re-design of Yahara, to take the perpetually wet bog out of play and to reduce the layout to 18 or 27 well drained holes. This would be a far better alternative to taking away our little neighborhood gem.

David, I don't know if you are golfer. I suspect that many Council members are not players. If you and they haven't spent time on the Monona course, I urge you to get ahold of a clubhouse guy soon and have him take you out to the middle of the course on a sunny, summer day. You will be amazed at how peaceful the place is and how well the birds are singing. Please spend at least 30 minutes of your aldermanic term contemplating the loss of this place, before you vote to close it down, convert it to a park, or sell its edge to a developer.

Thanks for reading this message. I hope you take care of our golf course.

All the best, Will Olson

Recipient:  
All Alders

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## FW: Parks Contact Submission: Golf Program. Future of Monona Golf Course

Parks

Thu 8/3/2017 7:30 AM

To: Knepp, Eric <EKnepp@cityofmadison.com>; Romines, Charles <CRomines@cityofmadison.com>;

Cc: Brinza, Ryan <RBrinza@cityofmadison.com>; Steindl, Theran <TSteindl@cityofmadison.com>;

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**From:** Kathy Michaelis [mailto:██████████@gmail.com]

**Sent:** Wednesday, August 02, 2017 3:42 PM

**To:** Parks <parks@cityofmadison.com>

**Subject:** Re: Parks Contact Submission: Golf Program. Future of Monona Golf Course

Please forward to appropriate staff:

Monona Golf Course continues to be a community asset. Used not only by golfers but also as a city park for walking and running and for cross country skiing in the winter. A few improvements to the clubhouse, more range in food and drink, and more proactive marketing would bring the Course back to the time when it thrived. It is still a quality Course in spite of limited attention by the city.

If the city truly "needs" to reduce its golf program, I would suggest Yahara would be better option. I would guess that the Ho-chunk could purchase it and really make it into a championship course.

Kathy Michaelis

██████████ Milky Way

Madison

53718

Sent from my iPad

On Aug 2, 2017, at 3:22 PM, Parks <[parks@cityofmadison.com](mailto:parks@cityofmadison.com)> wrote:

Greetings,

You may send to this address and it will be forwarded to the appropriate staff. Thank you for checking!

Ann Shea

Public Information Officer

2

Madison Parks

**From:** [redacted]@gmail.com [mailto:[redacted]@gmail.com]  
**Sent:** Wednesday, August 02, 2017 3:16 PM  
**To:** Parks <parks@cityofmadison.com>  
**Cc:** Romines, Charles <CRomines@cityofmadison.com>; Brinza, Ryan <RBrinza@cityofmadison.com>  
**Subject:** Parks Contact Submission: Golf Program

**Contact Information:**

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**Name:** Kathy Michaelis  
**Street Address:**  
[redacted] Milky way  
Madison, WI 53718  
**Phone:**  
**Email:** [redacted]@gmail.com

**Comments / Questions:**

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**Subject:** Golf Program  
**Comments / Questions:**  
I will not be able to attend Aug 8th meeting concerning future of Madison golf, to whom do I send written testimony?

Direct mail  
541 Milky way  
Madison  
WI  
53718

## FW: Parks Contact Submission: Golf Program

Parks

Mon 8/7/2017 7:28 AM

To: Knepp, Eric <EKnepp@cityofmadison.com>; Romines, Charles <CRomines@cityofmadison.com>; Brinza, Ryan <RBrinza@cityofmadison.com>; Steindl, Theran <TSteindl@cityofmadison.com>;

**From:** zaleski.rob@gmail.com [mailto:██████████@gmail.com]  
**Sent:** Sunday, August 06, 2017 10:04 PM  
**To:** Parks <parks@cityofmadison.com>  
**Cc:** Romines, Charles <CRomines@cityofmadison.com>; Brinza, Ryan <RBrinza@cityofmadison.com>  
**Subject:** Parks Contact Submission: Golf Program

### Contact Information:

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**Name:** Rob Zaleski

**Street Address:**

██████████ Turner Ave.

Madison, WI 53716

**Phone:**

**Email:** ██████████@gmail.com

### Comments / Questions:

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**Subject:** Golf Program

**Comments / Questions:**

Parks Superintendent Eric Knepp:

I was shocked and, frankly, dumbfounded to learn that the city is considering selling Monona golf course. I realize the parks department desperately wants to improve its revenue situation, but after moving to the east side after 36 years in the Meadowood neighborhood on the southwest side I've come to appreciate what a valuable resource the Monona course is.

I play there often and am amazed by the variety of golfers it attracts: seniors, both male and female; talented teens and kids just learning the game; and low handicap golfers as well. It's a charming, old-fashioned layout and a perfect fit for the east side/Monona population. It complements the area's high quality of life.

So I'm perplexed why the parks department would such a move, particularly at a time when cities across the country are struggling to find ways to accommodate and provide activities for our exploding boomer generation. It's even more bewildering in light of the fact that Monona is close to breaking even and draws more golfers than its west-side counterpart, Glenway. I suspect with a little promotion it could become a reliable money-maker.

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I know another option the city's considering is selling 9 or 18 holes at Yahara Hills, which makes far more sense. I also play there sometimes, but it's a flat, swampy, tedious layout, and many of my golf buddies refuse to play there. Sorry to say, it's got image problems has had from the day it opened which is a big reason it's never made money. And I seriously doubt that's ever going to change.

So, please, do the right thing here and drop any consideration of selling Monona golf course. To do otherwise would anger thousands of people and it defies logic.

*[Faint, illegible text]*

*[Faint, illegible text]*

*[Faint, illegible text]*

*[Faint, illegible text]*

**Steindl, Theran**

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**From:** Parks  
**Sent:** Thursday, August 10, 2017 8:25 AM  
**To:** Knepp, Eric; Romines, Charles  
**Cc:** Rutledge, Kay; Steindl, Theran; Brinza, Ryan  
**Subject:** FW: Parks Contact Submission: Golf Program

**From:** [REDACTED]@gregnorman.com [mailto:[REDACTED]@gregnorman.com]  
**Sent:** Thursday, August 10, 2017 8:20 AM  
**To:** Parks <parks@cityofmadison.com>  
**Cc:** Romines, Charles <CRomines@cityofmadison.com>; Brinza, Ryan <RBrinza@cityofmadison.com>  
**Subject:** Parks Contact Submission: Golf Program

**Contact Information:**

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**Name:** Jeff Danner  
**Street Address:**  
[REDACTED] Vista Park [REDACTED] Vista Parkway, Unit Level 2  
West Palm Beach, FL 33411  
**Phone:** [REDACTED]  
**Email:** [REDACTED]@gregnorman.com

**Comments / Questions:**

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**Subject:** Golf Program  
**Comments / Questions:**  
Attention: Mr. Charlie Romines

Dear Mr. Romines,

I was referred to you by Mr. Dan Smith.

My name is Jeff Danner and I work for Greg Norman Golf Course Design.

I've been following some of the news regarding the uncertain future of Madison's golf courses. Having spent most of my adolescent life around Madison and Wausau, where I still have family, I am somewhat familiar Madison's golf portfolio.

It seems the process for determining the futures of Monona and Yahara Hills has begun.

However, I wanted to reach out and offer our outside the box thinking and innovative design and consulting services for the golf subcommittee and City of Madison's consideration as part of the solution.

We are currently assisting clients all over the country to reassess and plan for the future of their golf operations. As well as consideration for development or some other land use.

I would love the opportunity to discuss this with you further.

2

Please feel free to reach out, or let me know a good time to call.

Jeff Danner, EIGCA  
Senior Design Associate  
Greg Norman Golf Course Design

O: [REDACTED]

C: [REDACTED]

[REDACTED]@gregnorman.com

August 9, 2017

Ryan Brinza  
Madison Parks/Madison Golf Enterprise

Good Morning Ryan,

Reading the comments on [madison.com](http://madison.com) concerning the meeting last night, I echo all the thoughts put forward to the golf committee. It is of prime importance that the needs of the entire golf community be met. As a lifelong Madison resident and a golfer who plays 50-60 rounds a year I can see the issues clearly. As a retired business professional I would like to submit with several thoughts that hopefully will help in the committee's decision process.

• **Revenue**

- ❖ Each course needs to stand on its own. Individual course budgeting will highlight the needs of these 4 unique but very different venues. Deficits/profits need to be handled like any business entity. Individual course rates need to be adjusted to offset losses and profits by each individual course. Each course needs to be affordable, but profitable. Profits to be used to for capital improvement/surplus fund to offset bad weather years.
  - ❖ New revenue streams need to be addressed. Yahara and Odana are your primary sources of potential new income. Yahara needs to improve its course conditions and Odana needs a new clubhouse. Both these projects have the potential of adding significant income. Yahara through increased golf outings, and Odana through a new clubhouse facility for outings and weddings. Both are untapped sources of revenue that the Madison Parks Department needs. If you have ever tried to book a Madison Parks facility for a wedding you will understand the need and potential. Odana Clubhouse is outdated and needs significant repair. Odana is the only golf clubhouse that has not been replaced (of the four courses) in the last fifty plus years.
  - ❖ Concession Food/Drink Revenue. There has been significant menu changes offered where cooking equipment has been installed to the delight of golfers. Untapped revenue needs to be explored in the offering of wine and liquor. Significant outing revenue is lost because alcohol choices are limited. City attorneys need to offer solutions.
-

- **Past History of Madison Golf Courses**

- ❖ Golf Courses have come and gone in our area. One example that sets a precedent, was Burr Oaks Golf Course (1924- 1954) which was closed due to the same issues surrounding Monona. Nine hole courses must remain profitable and this nine hole course did not. It was sold and turned into housing (Burr Oaks Subdivision). The city benefitted due to the net increase to the property tax rolls. Odana was developed shortly after and has been the most successful course in the city. The lesson is to move on from Monona and make Yahara a better golf course/facility.

- **Branding**

- ❖ Marketing a business demands that your products must be branded. Branding is who you are, what you do, and builds customer loyalty through identity. Customers feel proud of where they play or shop. Presently the Madison golf courses have no brand loyalty. A branding program with pro shop merchandise is essential to building that brand. The loyalty card program has helped but must go further. Bag tags, towels, and clothing show we are proud to golf our courses. No business survives without effective branding. I endorse a full branding program for each course and will help with revenue growth.

There is no doubt this is an emotional issue for all the golfing community to close a course. We, as stewards of the game, have to realize that we need to serve the whole recreation community. It is my recommendation to close Monona Golf Course and sell the most viable commercial property to generate revenue. This revenue would be used to enhance the other courses where the greatest potential to increase profitability is. In my opinion some of the Monona property should be retained for a parks facility that would serve the recreation needs of the area.

I hope this helps the golf committee and the Madison Parks Board determine what is the best solution for continuing the recreation mission of our great city.

Sincerely,

Bob Stockton

██████████ Herrick Lane  
Madison, WI 53711

██████████  
██████████@gmail.com



## Golf Enterprise – Options

It is generally agreed that the current operation model of the City's Golf Program is unsustainable in today's market. I applaud the current administration for the recent changes in their attempts to come up with a creative solution. It is unfortunate that those changes did not achieve their goals. So now what?

As a person with excess of 45 years in the golf business, having owned and operated several small businesses and also having 23 years experience as the Golf Program Supervisor for the City of Madison, I offer my thoughts to any and all who wish to listen. Being politically correct or trying to please everyone is not my goal. Not all of the options may be good, but all should be considered. I ask that everyone put aside politics, egos and personal agendas, look at the options, discuss and make the best BUSINESS decision possible.

The City has several options regarding operation models and I suggest that what I call the 3-P's (People, Product and Processes) also be visited. Let's start with various operation models that I am putting forward. I am not recommending any particular option and obviously a great deal more research and data is needed. Perhaps an independent Adhoc Committee is warranted? Hopefully Parks Staff, Golf Committee members and other citizens will provide additional ideas and suggestions.

### Options:

#### Do Nothing

Hope for that perfect golf season that sees nothing but sunshine during the day and timely rainfall at night. Play is optimized and maintenance costs are kept at minimum. No equipment issues, low utility costs and revenues maximized so that all of the financial needs are met and excess revenue can be used for improvements. If that doesn't happen, continue down the road of internal borrowing and having the program go deeper in debt each year.

#### City Subsidized Operations

City Council/Mayor agrees that the Golf Program adds significant value to the City's citizens and visitors, provides for greenspace and facilities for winter recreation and is a vital amenity for all ages and levels of income. Golf is then included in the Parks operation and capital budgets receiving a taxpayer - funded subsidy for the continued operation and improvements. I believe the City of Middleton (Pleasant View) is operated within the City's Park budget.

#### Sell Monona Golf Course

The closing and selling of the Monona Golf Course may be a sound business decision for a variety of reasons, but does come with some political costs and involve a wide variety of assumptions. As is often said, "The devil is in the details". Assuming that 100% of revenues received from such a sale would remain in Golf, all of past debts could be paid, significant funds would be

available for improvements, ( Product, one of my 3-P's) and a reserve fund established as a safe guard for years that do not meet projections or un-budgeted maintenance emergencies.

There is a possible scenario that the majority of the Monona Dr. frontage could be sold while keeping the present clubhouse, maintenance building, practice facility along with holes 3,4 and 5 for a small golf operation with potential lease opportunities. This would allow for player development and keep neighborhood access.

#### Close 18 holes at Yahara Hills

The closing of 18 holes at Yahara Hills would have a reduction in maintenance costs and a minor reduction in clubhouse expenses. I would estimate that maintenance would be reduced by 25%-33% based on the present design of the course. Unfortunately clubhouse staffing and expenses would remain at or only slightly below present levels. Also not affected by an 18 hole closure would be the issues regarding the low level holes that become flooded impeding play and or cart revenues. Potential revenues from any property that could be liquidated as a result of such a closing would need to be studied, but I am assuming that it would not generate significant funds. The closing would also totally eliminate the opportunities for increased play or maximizing potential revenues.

#### Close 36 holes at Yahara Hills

The closing of all 36 holes at Yahara Hills would most likely turn the golf program to a self-sustaining operation with some improvements to the 3-P's. Is the City willing to reduce the number of golf holes by 50% and not have an 18-hole course for the East side of the City? It may also negatively impact high school, season pass and league players. Access to golf would be significantly impacted during those high demand periods with the closing of 36 holes. With the closing of 36 holes, development or market potential may be increased (sellable property) so that funds could be generated for improvements (Product) at the remaining 3 courses.

#### Lease out courses

I have little to no experience in this operation scenario except to say that it is a widely utilized practice by many municipalities. The City of Janesville, WI is the closest one that I am aware of and have had this model in place for several years. The City of Cincinnati, which Madison's previous operation was modeled after, has gone the lease route the last time I checked. I do know Madison has been approached several times by lease companies ( Billy Casper Golf) to check on the City's interest level. The Bridges Golf Course is somewhat similar as the property the course is located is leased from the Dane County Airport.

The State of Wisconsin owns and had operated an 18-hole golf course located in the Peninsula State Park. Some years back, the golf course was going through some of the same issues that the City's are experiencing. Their solution was to form a Non-profit management company called the PGA, Peninsula Golf Association, and they have taken over 100% of the courses operation. All employees are employees of the PGA and profits generated by the PGA stay with the golf course. I do not have all of the details, but seeing this has been in place for 10+ years and that the PGA has funded improvements and the development of a First Tee Facility, it may be worth looking into. I am guessing that this arrangement may be similar to the current operation of the City's former indoor ice arenas?

#### Milwaukee County

Milwaukee County has a significant golf program and (did) operates in a system that has County employees performing maintenance with separate contracts for food and beverage operation and another for clubhouse (play control). I know that the contractor for the play control has changed in recent years and I am unaware of their current structure.

#### Waukesha County 2080 plan

Waukesha County has an interesting way of operating their courses although I have heard that subsidies are at time required. All of their key (full time) employees are hired on a 2080 hour employees (52 weeks x 40 per week) structure. No employees are permitted overtime and monitor their hours so that once they reach the 2080 they have the remainder of the year off. All other employees are hired on a seasonal basis. Most start in March and are done in November. I have heard rumors that the operation is subsidized, but that would need to be verified.

#### The 3-P's

Some of the solution may be found with changes in the operational model while additional attention should be given regarding People, Products and Process.

#### People

This should be the easiest and yet arguably the most important. Do you have the staff in place that have the passion, vision, dedication, knowledge and skills to achieve the goals of the program? Are they strong leaders that look, listen, evaluate, communicate and really care about meeting and exceeding customer expectations. Are they open to challenges and changes? Do they convey this to all employees from the top person down to the entry level positions? Is their communication open and honest?

## Product

Are you delivering the product(s) that the CUSTOMER is looking for? I contend this area requires the most work, capital and willingness to change. Staff at all four courses need to be heard. The list that I mentally have is exhaustive, but doable depending the operational model selected and amount of funds that are available. Some may have no to minor costs. As an example I have heard that having a full alcohol selection is not wanted by staff and not important to customers. This is the same thing I heard from the previous four clubhouse operators prior to providing the service. Once in place, customers were appreciative of the additional selections and the Pros were very happy with the sales of products with high margins. I also contend it increased play and outing business. The City should have control of the all revenue sources including merchandise. The current consignment agreement was only meant to be short term. Significant revenue opportunities and customers service is being missed.

Product also includes maintenance equipment, infrastructure, course improvements, clubhouses and maintenance buildings, etc. Basically everything in the operation that has an impact on products or services.

## Process

Not sure where to start with this one. Just as important as people and products, and depending on operational model, may be the most difficult to implement change. I place everything administration, mandates, expenses, accounting, inventory controls, point of sales, purchase services, etc are all processes that are implemented. Human relations, training and development and work policies are all part of the process.

I place PILOT, parks administration, fleet services, information technology, city purchasing as a few of the expenses or mandates. I still hear of times when the "system" is down. Fleet Service expenses are not controlled. I have seen \$100.00+ oil changes and other charges against the golf program that at times seems excessive. An accurate inventory system is necessary in order to control sales, purchases and control inventory levels. This is also necessary for controlling waste, shrinkage and determining gross margins. Without this data, I am hesitant to believe anyone knows the actual numbers or margins. As products are received they should be scanned into inventory and scanned out at the point of sale. It might be of interest to seek outside vendors for these services to achieve lower costs and customized programs.

Will political hurdles and the current city administration stand in the way of real change? The idea that the golf program is valued by the Mayor and Common Council as long as it does not require any tax dollars is a little simplistic. If golf is of value and worth saving, fund it or get out of the way. Doing the same thing year after year and hoping for different results...I think you know the rest.

Ray Shane - Proldman@aol.com

**From:** Parks  
**Sent:** Thursday, August 24, 2017 9:55 AM  
**To:** Knepp, Eric; Romines, Charles; Steindl, Theran; Brinza, Ryan  
**Subject:** FW: Monona Golf Course. Plan M3

**From:** Chris Vig [<mailto:stickvig@gmail.com>]  
**Sent:** Thursday, August 24, 2017 9:50 AM  
**To:** Parks <[parks@cityofmadison.com](mailto:parks@cityofmadison.com)>  
**Subject:** Fwd: Monona Golf Course. Plan M3

Hi: I sent the below email to Eric Knapp, today. If it could be forwarded to other areas of interest that would be great. Thank you. Chris Vig

----- Forwarded message -----  
**From:** Chris Vig <[stickvig@gmail.com](mailto:stickvig@gmail.com)>  
**Date:** Thu, Aug 24, 2017 at 9:47 AM  
**Subject:** Monona Golf Course. Plan M3  
**To:** [eknepp@cityofmadison.com](mailto:eknepp@cityofmadison.com)

Hi Eric:

I have lived in Monona the past 30 years. I am an avid golfer and have been members at a few different courses. I have played in hundreds of outings at various courses. I have played Monona countless time. I am also a retired CEO. (WinterSilks and Venus). I built owned, developed and managed brands of \$200 million in annual sales.

I think selling Monona to pay for upgrades to Yahara is a mistake.

I would like to share with you my plan for Monona Golf Course. I call this plan M3.

Interest in golf and rounds played nation wide is down. Youth and Millennials are turning to other experiences. The major complaints are that gold is too expensive, takes too long, and is too difficult.

To fight these issues and develop a stronger more profitable golf course here is what I propose:

M3 Fun. Fast. Affordable.

1. I would like to see Monona developed into a new one-of-a-kind, 13 hole par 3.

2. A course that can be played in 90 minutes. And the memories will last a lifetime!
3. Sell Yahara to the most likely buyer. Ho Chunk... they can further develop their area.
4. Use existing greens and tees where possible to keep costs down.
5. Use the hill and elevation changes where possible to create some special views and up and down shots.
6. Design holes around the ponds to 4 holes with water. And develop hole in and around the trees for beauty.
7. The current second green becomes a beautiful practice green. Great for developing young golfers.
8. Tee boxes will each have 4 sets of tees. From short and easy to long and challenging. For a range of golfers.
9. Have beautiful greens and a wide fringe areas and run up areas. This is good for both inexperienced and experienced players. And it speeds play.
10. Add some mounds and bunkers for visual interest.
11. The fairways would not need to be irrigated. Focus on the tees and green areas. Eco friendly!
12. Add a full bar and an upper deck with views of the course. Since rounds are shorter, people will stay longer increasing revenue.
13. And upper deck would also be great for events.
14. Events are main profit centers for many courses. This course becomes a perfect, unique event experience. (Many inexperienced golfer do not play in events as they take too long and are difficult... this course solves that problem,)
15. This will be the go to training course for young people and for teaching.
16. This will also be a go to course for lower handicappers - many with families - that do not have enough time to play a five hour round of golf. This will also be the go to course for older golfers. It will also be the go to course for the new working Millennial on the East Side and around Madison - seeking a fun golf experience.

17. Perhaps Steve Sticker of Jerry Kelly or Andy North would donate some time to the design of the course ... to enhance the brand and quality and give credibility..

18. Add lights for night golf to extend the course capacity.

19. Use Jack Nicklaus' solution to increase play... big hole golf.

Essentially we build the funnest, fastest, most affordable, golf entertainment venue in the state. The Monona 3. M3. A totally unique golf experience. It can be branded as such and will not need to compete so directly with other course in the area.

M3 will be a strong brand!

This can and will be the most profitable golf course in the area! Perhaps in the entire Country.

See the attached photo for a quick course layout.

Please do not invest more money in Yahara. It does not have the attributes or the potential for profits like Monona does.

Be bold. Show leadership. Build a great product and brand!

Thank you for considering.

Chris Vig

**CLUBHOUSE**

Rough Layout - Monona  
Golf Course.jpg  
Type: JPEG Image  
Size: 569 KB  
Dimension: 1875 x 1771  
pixels



**RANGE**

13

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**From:** [williampappas@att.net](mailto:williampappas@att.net) [mailto:[williampappas@att.net](mailto:williampappas@att.net)]  
**Sent:** Tuesday, August 29, 2017 3:24 PM  
**To:** Parks <[parks@cityofmadison.com](mailto:parks@cityofmadison.com)>  
**Cc:** Romines, Charles <[CRomines@cityofmadison.com](mailto:CRomines@cityofmadison.com)>; Brinza, Ryan <[RBrinza@cityofmadison.com](mailto:RBrinza@cityofmadison.com)>  
**Subject:** Parks Contact Submission: Golf Program

**Contact Information:**

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**Comments / Questions:**

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**Subject:** Golf Program

**Comments / Questions:**

I wanted to put in my two cents worth concerning the city golf courses. I have golfed the city golf courses 50 years. I have been a member of the yahara golf association since day one until this year when it finally disbanded. I am a low handicap golfer and the game of golf is based on 18 hole golf courses. By taking away a course such as Yahara would be a huge mistake. I never could figure out how Odana being a city course costs more to play than Yahara to begin with. There is no way I will pay to travel from the Far East side of Madison to play my golf. I certainly won't play golf at Monona where all the young kids and people just learning the game play. It is horrible to take so long to play. I can get a membership at a course such as Evansville for much cheaper than the city courses cost but have stayed loyal to Yahara. I hope you take under consideration the number of golfers that will not consider playing just nine holes of golf on Monona. I feel you would be better served to making Yahara a good 18 hole course and get rid of one of the courses there to cut back on costs. I hear people talking about selling Yahara to Ho Chunk and have them make a high end course and we have enough of the high cost courses to play already that many people can't or won't pay to play. I feel you fail to understand the numbers of golfers you would get to Yahara if rates were kept the same but had a great conditioned course and not one where you have to play where sand traps are ground under repair. What a shame !!