

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>;

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> 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

Madison Parks

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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:

Name: Kathy Michaelis

Street Address:

[REDACTED] Milky way
Madison, WI 53718

Phone:

Email: [REDACTED]@gmail.com

Comments / Questions:

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?

Street Address:

541 Milky way

Madison, WI

Phone:

Address:

Comments:

From:

Sent:

To:

Subject:

To the Golf Sub-committee:

On behalf of the Women's Municipal Golf Association, I'd like to voice the league's opposition to any closure of golf holes, whether at Monona or Yahara Hills. The WMGA has been in existence since 1953, sixty-four years of golf enjoyed on the Madison City Golf courses. The league has two parts, women who play nine holes each week and those who play eighteen holes each week. The 9-hole group, which this year had so many new members that it closed to new members (60+ I believe), alternates play between Monona and Yahara; the 18-hole group (55 active members) alternates between Odana and Yahara. Thus, league members have been long-term consumers of the golf services offered by the City, and have a strong interest in the future of the Madison Golf Enterprise.

The closure of Monona and/or Yahara Hills (some or all) has been posited as alternatives in the written report. Vocal opposition to the potential closure of Monona was raised at the August 8 meeting. The WMGA will not repeat that opposition but would like to add its voice to that opposition. Monona Golf Course is a rare, in-city, golf facility whose design lends itself to golfers of all skill levels, from the Junior golfers of the First Tee to the senior golfers of the Madison Area Retired Golf Association. The 9-hole golfers of WMGA would be displaced from their home golf course, and the future of that part of the league would be jeopardized. The 36-hole aspect of Yahara Hills provides unique opportunities for growth, and when the weather cooperates is a fine golf facility (notwithstanding the bunkers).

That said, there can be little debate that something needs to be done to address the state of the Golf Enterprise. It is important, however, to remember that we did not arrive at this "crisis state" overnight, or because of a single year of inclement weather. Rather, the Golf Enterprise is now facing the impact of years of deferred maintenance and deferred decisions. To rush to judgment without fully exploring the options would be foolhardy. As more than one speaker at the August 8 meeting observed, a closure decision would be final and that bell cannot be un-rung. Park space, particularly golf course space, is not easily created, and the City should be cautious in any decision to convert green park space to residential or commercial use. And, it must be remembered that not only golfers use our golf courses. Winter sports, such as cross country skiing, use the golf course/park space in the winter. Additionally, the existing facilities could support other sports such as disc golf or foot golf with minimal investment. Opportunities abound.

On the fiscal side, options that should be explored include rate increases, particularly at Odana Hills, the City's "premiere" facility. Other municipal golf operators, i.e., Milwaukee County, have established different greens fees for different courses, dependent on both course condition and demand. On both prongs, Odana could survive a modest fee increase. Dedicating a portion of every round, or a portion of the cost of any level of annual pass, to a capital improvement fund is another alternative that would provide fiscal relief. The public is very familiar with "facility fees" at performing arts venues. Those costs are simply blended into any ticket purchase; the consumer barely notices. A similar set up could be done with the golf courses, SO LONG as the funds remain with the Golf Enterprise for the improvement of the courses, and not siphoned into any general fund. Public-private partnerships, similar to that which led to the construction and operation of a municipal swimming pool, should be explored (as should capital campaigns like are used to fund new libraries). Funds could be raised for capital improvement through golf outings on the city courses. If the city-course golfer knows that proceeds from an outing will flow to


course improvement, I believe those outings will be successful. If they are not, then the courses can be closed and the golfing public will have had their chance.

Madison has a reputation for moving slowing on big decisions and involving all stakeholders in the decision-making process. This process seems to be going too fast to allow the identification of solutions that multiple stakeholders can support and that will start to address these long-term issues in a positive way and not a knee-jerk manner.

Respectfully,

Peg Carlson

President, WMGA

 Oni o Au
Mend 53704

From: Anne Doran [mailto:██████████@gmail.com]

Sent: Friday, September 15, 2017 3:44 PM

To: Knepp, Eric <EKnepp@cityofmadison.com>

Subject: Monona Golf Course

Please do not allow a private company to buy this public land (with or without the golf course).

I am a Monona resident.

Anne Doran

[REDACTED]

From: [REDACTED]@charter.net
Sent: Monday, September 18, 2017 12:29 PM
To: Steindl, Theran
Subject: MONONA GOLF COURSE

I read Mitch Henk's article in The Wisconsin State Journal, dated September 17, 2017, and am concerned at the possible sale/closure of Monona Golf Course. I have golfed at Monona for a good number of years. It is an easily walkable and beautiful little golf course/green space, with scenic landscape and various wildlife – sandhill cranes, fox, Canadian geese, just to mention a few. *To pave-over/ build-on such a lovely golf course/green space that is enjoyed by young, middle-aged and older, and wildlife, would be a great loss to the environment and to the golf community.* Yahara Golf Course is no substitute for Monona (nor is Glenway or Odana), and, for many people, is not suitable for walking. Madison will lose more golf revenue and many golfers will lose a wonderful place to enjoy their sport.

Additionally:

- Why should golf be treated differently than other city sports, i.e., set up as an "Enterprise". That seems discriminatory and unfair. Are all other sports self-funded, and paying their way, or are taxpayers covering some or all of their costs – there should be a *level playing/paying field for all sports.*
- Why is the city *stealing* funds from the Golf Enterprise, then claiming that the Enterprise is running a deficit.
- Why isn't the city website for booking tee times working – how much revenue is lost due to that, and why are we paying for a nonfunctioning website.
- Monona Terrace was put to a referendum, and sold to voters as *self-supporting* – yet it is not. Let's sell that money pit to an entity that is capable of operating it at a profit.
- The Overture Center was intended to be *self-supporting* – yet it is not. How much is that "*self-supporting*" facility costing taxpayers.
- On August 24, or thereabouts, a new west side park was opened – sell that park and put more housing on it. How many city parks are under utilized, and costing far more to maintain than they provide in benefits to the community.

We need to save this magnificent little golf course for current and future generations of golfers.

Respectfully,

James Koch

██████ Maher Ave,

Madison WI 53716

██████@earthlink.net

From: James Koch [mailto: [REDACTED]@earthlink.net]
Sent: Wednesday, September 20, 2017 9:28 AM
To: Knepp, Eric <EKnepp@cityofmadison.com>
Subject: Save Monona Golf Course

Dear Mr. Eric Knepp,
Superintendent of Parks

Thank you for your service to the City of Madison. I am writing in opposition to the proposed selling of a portion of the Monona Golf Course Park land. This is a city park issue not merely a golf course issue. We on the east side should not be penalized for the poor decisions of the Golf Enterprise. Although the golf course sits on this land, the land itself is public park land that belongs to all the residents of the city of Madison.

I am appalled that my city park land is being considered for sale to developers for the future site of more condos or apartments. This park is highly utilized by non-golfing residents on a year round basis. This is not just a golf course to be sold, it is a community park that adds lifestyle quality to the eastside of Madison. Selling park land is a bad idea for Madison residents. Selling Madison public park land to support an underfunded Golf Enterprise Agency is unacceptable. Information shared at public meetings suggests that the profit made from selling this park land along Monona Dr would result in a short term fix with re-occurring budget problems in the not too distant future. Expecting the Golf Enterprise to be self-funded from proceeds of golfing has not been working since it was first adopted. I don't support closing Monona Golf Course, but if the Parks Commission/common council decides the golf course cannot be financially supported and needs to close, then the public property the golf course sits on should revert back to open park and green space to be utilized by the community to which it belongs.

In these tough economic times, selling city park land to fund other budgets sets a dangerous precedent for selling off other valuable city parks for cash to meet budget shortfalls. Building condos/apartments along Monona Drive will cause additional overcrowding along Monona Drive. Additionally the loss of more green space along the drive decreases the value of our community and our property. Further, it walls off the remaining park land from Monona Drive or any road, potentially creating a dangerous, publicly isolated area. I support those who want to golf. Perhaps it should be partially funded by city funds like other park activities.

However, if it is decided by the city common council to be fiscally unsound to support the golf courses, then be fair about which courses to close or which park properties to sell. Other parks would be worth much more on the market. From the information shared at the Golf Commission and Parks Commission meetings, it sounds like Yahara Golf Course and its many needed updates is the main drain on resources. It was noted that it regularly floods and the holes are unusable. It sits outside of the city and does not add park value to the rest of the non-golfing community. It is inaccessible to young golfers who currently walk or ride bikes to the Monona Golf Course. It is inaccessible to the 2 high schools/students that currently utilize the Monona Golf Course. It is a difficult course for seniors or those with physical limitations. Its location is difficult and unsafe to access by foot or car. If the Yahara course is the main problem then close the whole thing. Perhaps Yahara Hills Golf Course, which is virtually outside the city and does not add park value to the greater community, is what needs to be sold.

Rumor is that the Ho Chunk would love to purchase and improve it. I don't support the sale of any of Madison's parks as a means to balance a budget.

[REDACTED]

From: Arlie Jaster <[REDACTED]@gmail.com>
Sent: Friday, September 22, 2017 2:12 PM
To: Steindl, Theran
Subject: Golf Courses

I am a member of WMGA and have golfed Madison's golf courses for over 30 years. I moved to the Town of Oregon six years' ago but still continue to golf in Madison. I especially like golfing Monona. It is convenient to get to (no beltline traffic to battle) and is a much better fit for seniors and youth groups. Yahara is too long, too wet, and the rough is way too difficult. If the city closes Monona, the east siders will be left with nothing but the west siders will still have Odana and Glenway in their neighborhoods. If Monona closes, I will not continue my WMGA membership as I do not want to be forced to golf Yahara every week.

Please don't close Monona!

Arlene Jaster
[REDACTED] Marie Road
Oregon, WI 53575

[REDACTED]

From: Knepp, Eric
Sent: Friday, October 20, 2017 10:35 AM
To: Romines, Charles; Steindl, Theran; Brinza, Ryan
Cc: Shea, Ann
Subject: FW: golf courses

We may get another round of input.

From: DENISE K DIPERT [mailto:[REDACTED]@wisc.edu]
Sent: Friday, October 20, 2017 10:00 AM
To: Dye, Joni <[REDACTED]@gmail.com>
Cc: Knepp, Eric <EKnepp@cityofmadison.com>
Subject: golf courses

Dear Ms. Dye:

I am writing in response to an article in the *Wisconsin State Journal* about the Golf Subcommittee's deliberations on whether to close Monona or Yahara golf courses. This whole question was initially framed in the media as an "either or" proposition and that view inexplicably gained enormous traction. The golf community quickly divided into "take the other course not ours" camps rather than looking for alternatives to preserve both.

The City has an obligation to provide recreational options to all taxpayers, and if they have to subsidize the courses while creative cost-saving options are explored, then it is their obligation. The City does not hesitate to charge the golf courses for the services it provides to maintain those courses. Perhaps, among all the other options, that fee structure should be examined.

I encourage the Golf Subcommittee to promote the preservation of both courses and to work with the City Council and Parks Division to come up with a better solution.

Sincerely,
Denise Dipert

Contact Information:

Name: Nancy Wiegand**Street Address:**

Madison, WI 53705

Phone:**Email:** [REDACTED]@cs.wisc.edu**Comments / Questions:**

Subject: Golf Program**Comments / Questions:**

I think it would be extremely short-sighted to sell off the land at either Monona golf course or Yahara Hills at this time of increased population and desperate need for open space and recreation areas. Perhaps the golfing could be stopped, or not, but do not let go of the land. People need that land. Think to the future, please.

But, also, do not put in a beer garden or other such money-making activity! People need to be able to use the open space for free. Maybe for some few days, a company could lease the land for something - training people to ski, or a ropes' course, or a large or small outdoor event.

Madison Parks Commission and the Golf Commission

I believe that trustees of Madison's green spaces should never have a discussion of selling even one square inch of any Madison Park. Our parks are precious islands in a sea of development and pavement. These are sacred grounds that need to be preserved for the generations to come, and not to be forced to turn a profit every quarter. I'm guessing that very few of the activities that take place in the Madison Parks are expected to pay their way. But golf is, for some reason.

If we sell off our park land how much new land will Madison be acquiring for public parks in the next 100 years? Creating our Central Park was a rare and difficult undertaking that might never happen again. The Monona and Yahara Hills Golf Course are properties that we already own and do not need to be bought at great expense. Identifying new park land should be the focus of the current Parks Commission, not shedding ground that doesn't earn a buck. As the population of Madison swells, our common green needs to be nourished and enlarged, not reduced, regardless of its current use.


Selling one of the most accessible of Madison's four public golf courses would be a mistake that would soon be regreted. The Monona Golf Course is an urban resource not only for golfers but for skiers, runners, and many kinds of wildlife and is much more accessible to the east and north side residents than the other Madison courses. Before you sell this irreplaceable resource you should look at ways of adding value to this location, much in the way that Brittingham, Wingra, and Marshall Parks have prospered with the boat rental additions, and that Olbrich Park seems to be doing with the beer garden.

There is a lot of land around the Dean House and the Monona Golf Course that could be developed in revenue producing ways. Build a bigger club house and bring in Tory Miller or Johnny Hunter to open a connected year round destination for fine dining as well as golf? Add a tennis court and a pool near the parking lot in land that is not needed for golf? Have a pro re-design the course to create a more demanding 9 hole asset? Sell or lease lots adjacent to the links for housing?

If the four Madison golf courses must turn a profit, then leasing land from part of the 36 hole Yahara Hills course would result in the least long term damage, and could result in a greater use of the rest of Yahara Hills for golf. And retain part of the legacy of Madison's public lands for future park users.

Respectfully,

Mike Burns

 Clemons Avenue

Madison, WI 53704

[REDACTED]

From: Knepp, Eric
Sent: Wednesday, October 25, 2017 4:03 PM
To: Romines, Charles; Steindl, Theran
Subject: FW: Please consider a new golf course idea

For recording.

From: Tom Coffey [mailto:[REDACTED]@gmail.com]
Sent: Wednesday, October 25, 2017 3:43 PM
To: Knepp, Eric <EKnepp@cityofmadison.com>
Subject: Please consider a new golf course idea

Sell or long-term-lease Monona to a private entity with the stipulation that it must remain and be operated as a golf course. If leased, require an initial balloon payment. This won't generate a "gold mine" but it might fund fixing Odana. Monona stays open, which keeps both golfers and non golfers satisfied.

I could picture Door Creek Golf or The Meadows possibly being interested. This is not a proposal to hire them to manage it. It's a proposal to sell it to them. And sell it to them for a golf-course-property price, not a retail-business-property price. And offer tax incentives - you can do that easily because the land currently collects no taxes. Again, contract it to remain a golf course.

Mothball Yahara. It's a mess. Towards the end of this year, usage seemed to be declining rapidly. Just close it for now and stop the losses. Take the next couple of years to look for other possibilities for that land. Maybe the sports complex comes through. Maybe someone can farm fish out there. (Water wells and poor drainage are good for fish farming.) It's not much good in its current state and there is no obvious quick fix.

Thanks for reading
Tom Coffey

From: Tom J. Webster [mailto:██████████@Navitus.com]
Sent: Friday, October 20, 2017 12:33 PM
To: Romines, Charles <CRomines@cityofmadison.com>
Subject: Closure of City Courses

Good afternoon Mr. Romines,

I have been reading with much interest the news recently concerning the closure of some of the Madison golf courses.
It scares the heck out of me.

For a city the size of Madison the opportunities to play golf are limited from a "County" or "municipal" course level. Sure, we have Bergamont, URidge etc, and don't get me wrong I love playing them, but those are Country Club level and the price they charge represents that.

This city cannot lose Yahara Hills!!!

To take out of circulation 36 holes of municipal golf would kill us. It is almost impossible to get on a course now during the week, unless you are in a league. Not all of us have schedules that allow that to happen on a regular basis. Yahara, gives us a chance to play. It is a great course. (ps. I believe I have played Yahara 20+ times this summer) Yes there were some issues this year due to the heavy rains, but that does not happen every year.

I have heard from several folks that the reason the Golf Fund loses money every year is because it also funds other operations/payrolls within the city. Please, do not penalize the general public for waste and the inability to manage and budget properly.

We cannot lose 36 holes in what is already a limited supply.

Thank you for your time.

Tom Webster
██████████

[REDACTED]

From: Knepp, Eric
Sent: Monday, September 18, 2017 11:16 AM
To: Romines, Charles; Steindl, Theran; Brinza, Ryan; Shea, Ann
Subject: FW: Golfer don't own our public land.

For recording.

From: [REDACTED]@peak.org [mailto:[REDACTED]@peak.org]
Sent: Saturday, September 16, 2017 2:48 PM
To: Knepp, Eric <EKnepp@cityofmadison.com>
Subject: Golfer don't own our public land.

Dear Superintendent Knepp,

Thank you for your service to the City of Madison.

I am writing in opposition to the proposed selling of a portion of the Monona Golf Course Park land.

This is a city park issue not merely a golf course issue. We on the east side should not be penalized for the poor decisions of the golf enterprise.

Although the golf course sits on this land, the land itself is public park land that belongs to all the residents of the city of Madison. I am appalled that my city park land is being considered for sale to developers for the future site of more condos or apartments.

This park is highly utilized by non-golfing residents on a year round basis. This is not just a golf course to be sold, it is a community park that adds lifestyle quality to the eastside of Madison.

Selling park land is a bad idea for Madison residents. Selling Madison public park land to support an underfunded Golf Enterprise Agency is unacceptable. Information shared at public meetings suggests that the profit made from selling this park land along Monona Dr would result in a short term fix with re-occurring budget problems in the not too distant future. Expecting the Golf Enterprise to be self-funded from proceeds of golfing has not been working since it was first adopted.

I don't support closing Monona Golf Course, but if the Parks Commission/common council decides the golf course cannot be financially supported and needs to close, then the public property the golf course sits on should revert back to open park and green space to be utilized by the community to which it belongs. In these tough economic times, selling city park land to fund other budgets sets a dangerous precedent for selling off other valuable city parks for cash to meet budget shortfalls.

Building condos/apartments along Monona Drive will cause additional overcrowding along Monona Drive. Additionally the loss of more green space along the drive decreases the value of our community and our property. Further, it walls off the remaining park land from Monona Drive or any road, potentially creating a dangerous, publicly isolated area.

I support those who want to golf. Perhaps it should be partially funded by city funds like other park activities. However, if it is decided by the city common council to be fiscally unsound to support the golf courses, then be fair about which courses to close or which park properties to sell. Other parks

would be worth³ much more on the market.

From the information shared at the Golf Commission and Parks Commission meetings, it sounds like Yahara Golf Course and its many needed updates is the main drain on resources. It was noted that it regularly floods and the holes are unusable. It sits outside of the city and does not add park value to the rest of the non-golfing community. It is inaccessible to young golfers who currently walk or ride bikes to the Monona Golf Course. It is inaccessible to the 2 high schools/students that currently utilize the Monona Golf Course. It is a difficult course for seniors or those with physical limitations. Its location is difficult and unsafe to access by foot or car.

If the Yahara course is the main problem then close the whole thing. Perhaps Yahara Hills Golf Course, which is virtually outside the city and does not add park value to the greater community, is what needs to be sold. Rumor is that the Ho Chunk would love to purchase and improve it.

I don't support the sale of any of Madison's parks as a means to balance a budget.

Respectfully,
Kristine Gay and Barry Kerr
[REDACTED] Seth Circle, Madison

[REDACTED]

From: Knepp, Eric
Sent: Monday, September 18, 2017 11:15 AM
To: Steindl, Theran; Romines, Charles; Shea, Ann; Brinza, Ryan
Subject: FW: Monona Golf Course

For cataloguing.

From: Cynthia Higgins [mailto:[REDACTED]@att.net]
Sent: Sunday, September 17, 2017 8:57 AM
To: Mayor <Mayor@cityofmadison.com>; Knepp, Eric <EKnepp@cityofmadison.com>; McKinney, Barbara <district1@cityofmadison.com>; Zellers, Ledell <district2@cityofmadison.com>; Hall, Amanda <district3@cityofmadison.com>; Verveer, Michael <district4@cityofmadison.com>; Bidar-Sielaff, Shiva <district5@cityofmadison.com>; Rummel, Marsha <district6@cityofmadison.com>; King, J Steven <district7@cityofmadison.com>; Wood, Zach <district8@cityofmadison.com>; Skidmore, Paul <district9@cityofmadison.com>; Cheeks, Maurice <district10@cityofmadison.com>; Martin, Arvina <district11@cityofmadison.com>; Palm, Lawrence <district12@cityofmadison.com>; Eskrich, Sara <district13@cityofmadison.com>; Carter, Sheri <district14@cityofmadison.com>; Ahrens, David <district15@cityofmadison.com>; DeMarb, Denise <district16@cityofmadison.com>; Baldeh, Samba <district17@cityofmadison.com>; Kemble, Rebecca <district18@cityofmadison.com>; Clear, Mark <district19@cityofmadison.com>; Phair, Matthew <district20@cityofmadison.com>; Wallner, David <annedave@chorus.net>; leopold@gmail.com; Ragland, Nancy <nanragland@att.net>; Gnam, Emily <emily.gnam@cunamutual.com>; cstandorf@att.net; Smith, Dan <[REDACTED]@trianglemediaworks.com>; Dye, Joni <[REDACTED]@gmail.com>; [REDACTED]@engr.wisc.edu; Onken, Warren <[REDACTED]@sbcglobal.net>
Subject: Monona Golf Course

Dear City Affiliates,

I am in total agreement with the sentiments expressed below:

Thank you for your service to the City of Madison.

I am writing in opposition to the proposed selling of a portion of the Monona Golf Course Park land.

This is a city park issue not merely a golf course issue. We on the east side should not be penalized for the poor decisions of the Golf Enterprise.

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I don't support the sale of any of Madison's parks as a means to balance a budget.

Respectfully,
Cynthia Higgins
[REDACTED] Bainbridge St.
Madison, WI 53716

[REDACTED]

From: Knepp, Eric
Sent: Saturday, September 16, 2017 11:35 AM
To: Romines, Charles; Shea, Ann; Brinza, Ryan; Steindl, Theran
Subject: FW: Monona golf course

For recording.

From: Jean Bindl [mailto:[REDACTED]@gmail.com]
Sent: Friday, September 15, 2017 6:10 PM
To: Knepp, Eric <EKnepp@cityofmadison.com>
Subject: Monona golf course

As a citizen of monona, i ask that you do not engage in selling the golf course for profit-it belongs to madison and its people and should stay that way. Jean bindl-monona resident

To Eric Knepp, Superintendent of Parks; David Wallner, President of the Board of Parks Commissioners; Dar Subcommittee

Re Legistar #48254

We would like to express our support for the continued operation of Monona Golf Course.

Aside from the significant recreational opportunities afforded golfers of all ages, cross-country skiing and snowshoeing are also very popular here. Additionally the land provides significant wildlife habitat, is aesthetically pleasing, and absorbs runoff. It is important green space for both the nearby neighborhoods and the greater community.

Closing the course and selling off part of the land for development would be a shortsighted solution to the financial woes of the Golf Enterprise Fund with negative impacts on many levels for Madison's east side. Monona, which has been a golf course since the 1920s and was reduced from 18 to 9 holes in the 1960s, should not be sacrificed to rescue Yahara Hills.

Look instead to your other options such as reducing the number of holes at Yahara Hills. Also please consider to reduce fertilizer, herbicide, and pesticide inputs on the golf courses.

Beth and Rick Godfrey

August 28, 2017

[REDACTED]

From: Knepp, Eric
Sent: Tuesday, August 29, 2017 11:45 PM
To: Romines, Charles; Shea, Ann; Steindl, Theran; Brinza, Ryan
Subject: FW: Opposition to closing Monona Golf Course

fyi

From: Pamela Stangl [mailto:[REDACTED]@wisc.edu]
Sent: Tuesday, August 29, 2017 8:53 AM
To: Ahrens, David <district15@cityofmadison.com>; Knepp, Eric <EKnepp@cityofmadison.com>; Wallner, David <annedave@chorus.net>; Smith, Dan <[REDACTED]@trianglemediaworks.com>
Subject: Opposition to closing Monona Golf Course

To: Eric Knepp, Superintendent of Parks,
David Wallner, President of the Board of Parks Commissioners and member of the Golf Subcommittee,
Dan Smith, Chair of the Golf Subcommittee,
David Ahrens, District 15 Alder

I strongly oppose the proposal to close the Monona Golf Course as proposed in the 2016 Annual Golf report. I have been a year-round user of the Monona course for over 15 years as a member of the women's Swing and Ms league, as a individual golfer and as a cross-country skier. I am also a member of the Adopt the Ice volunteer and help maintain the Olbrich ice rink.

I have read the Annual Golf Madison Parks report and from the report, use of golf courses appear to be on the up swing and the future of any sport is getting the young interested. Those who play a sport in their youth more often continue to play in as an adult. The Monona course is in a prime location available to the neighborhood children and a safe and easy location for parents to drop their kids off for instruction and play. It's a great location for the high school golf teams to compete and for the cross country running teams to train. Additionally the Monona course drains the best of all 4 city courses and was not closed one day of this very wet spring/summer. It is in wonderful shape for play other than some neglected sand traps. It's length of play is much better suited to young, older, female and true recreational golfers. It is a wonderful green space that benefits the neighborhood. None of the above facts fit the Yahara course.

I feel there needs to be more thought given to this problem and sacrificing a great eastside neighborhood resource to save another resource is not a solution. More thought should be given to other solutions of revenue. I strongly oppose taking this beautiful green space, Monona Golf Course.

Thank you for your time,

Pamela Stangl
[REDACTED] Margaret St
Madison, WI 53714

[REDACTED]

From: Knepp, Eric
Sent: Monday, September 18, 2017 11:18 AM
To: Brinza, Ryan; Steindl, Theran; Shea, Ann; Romines, Charles
Subject: FW: Monona Golf Course

For recording.

From: [REDACTED]@charter.net [mailto:[REDACTED]@charter.net]
Sent: Saturday, September 16, 2017 12:58 PM
To: Knepp, Eric <EKnepp@cityofmadison.com>
Cc: [REDACTED]@charter.net' <[REDACTED]@charter.net>
Subject: Monona Golf Course

Dear Superintendent Knepp,

We are writing in opposition to the proposed selling of Monona Golf Course Park land. Regardless of whether it remains a golf course or not, that land is a publicly owned park.

How disappointing to hear that park land is being considered for sale to developers for their special interest projects. If the city council decides the golf course needs to close, the property should revert back to a city park with green space to be utilized by the community to which it belongs.

Selling public park land to support an underfunded Golf Enterprise Agency is not acceptable. Doing so sets a dangerous precedent for selling off other valuable city parks for cash to meet budget shortfalls. If the Yahara course is the main problem, perhaps Yahara Hills Golf Course is what needs to be sold.

We do NOT support the sale of parks as a means to balance budgets. Once the city begins to sell off park land which park will be next?

Please protect our parks.

Sincerely,

Marilyn O'Connor and Jan Breitsprecher

[REDACTED] West Dean Ave
Monona, WI

Steindl, Theran

From: Parks
Sent: Tuesday, August 29, 2017 3:47 PM
To: Brinza, Ryan; Romines, Charles; Knepp, Eric; Steindl, Theran
Subject: FW: Parks Contact Submission: Golf Program

From: [REDACTED]@att.net [mailto:[REDACTED]@att.net]
Sent: Tuesday, August 29, 2017 3:24 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:

Name: Bill Pappas
Street Address:
106 Daffodil lane
Madison, WI 53714
Phone: 6088523243
Email: [REDACTED]@att.net

Comments / Questions:

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 !!

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 (1234 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.

From: Elijah Carbono [mailto:[REDACTED]@zoho.com]

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

To: edit <[REDACTED]@isthmus.com>; Knepp, Eric <EKnepp@cityofmadison.com>; McKinney, Barbara <district1@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; michaelwillc <[REDACTED]@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: [REDACTED]@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: [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

From: Kathy Michaelis [mailto:[REDACTED]@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

[REDACTED] Milky Way

Madison

53718

From: b [mailto: [REDACTED]@sbccglobal.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

From: [REDACTED]@peak.org [mailto:[REDACTED]@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
[REDACTED] Seth Circle
Madison 53716

Contact Information:

Name: Tim Reilly

Street Address:

██████ Callisto Dr.

MADISON, WI 53718

Phone: 608-286-██████

Email: ██████████@outlook.com

Comments / Questions:

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:
=====**Name:** Howard Bowman**Street Address:**

██████████ Pluto St.

Madison, WI 53718

Phone:**Email:** ██████████@charter.net**Comments / Questions:**
=====**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:

Name: Rob Zaleski**Street Address:**

[REDACTED] Turner Ave.

Madison, WI 53716

Phone:**Email:** [REDACTED]@gmail.com**Comments / Questions:**

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 sledgers 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

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

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.

Attachments

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



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:

Name: Wendy Burch
Street Address:
[REDACTED] W Dean Ave [REDACTED] W Dean Ave
Monona, WI 53716
Phone: 6083479363
Email: [REDACTED]@yahoo.com

Comments / Questions:

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

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

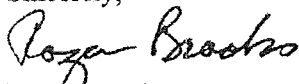
Letters to the Editor
Wisconsin State Journal

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., [REDACTED]
Madison, Wisconsin 53718
(608) 395-2390

Sincerely,


Roger Brooks

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, 222-
HBGHS, , Monona WI 53716
@tds.net
www.bloominggrovehistory.org

From: Michael Coenen [mailto: [REDACTED]@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

[REDACTED]

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: eakloepfel1936 [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: 608-206-[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

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

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: [REDACTED]@gmail.com [mailto:[REDACTED]@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:

Name: Rob Zaleski
Street Address:
[REDACTED] Turner Ave.
Madison, WI 53716
Phone:
Email: [REDACTED]@gmail.com

Comments / Questions:

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.

2

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.

1

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 40th 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 siderers 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
-

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

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:

Name: Jeff Danner
Street Address:
[REDACTED] Vista Park [REDACTED] Vista Parkway, [REDACTED]
West Palm Beach, FL 33411
Phone: 5616407000
Email: [REDACTED]@gregnorman.com

Comments / Questions:

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 with 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: +1 561.640. [REDACTED]

c: +1 561.635. [REDACTED]

[REDACTED]@gregnorman.com

August 9, 2017

Ryan Brinza
Madison Parks/Madison Golf Enterprise

Good Morning Ryan,

Reading the comments on 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

[REDACTED] Herrick Lane

Madison, WI 53711

608-695-[REDACTED]

[REDACTED]@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

Steindl, Theran

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
Attachments: M3 Rough Layout - Monona Golf Course.jpg

From: Chris Vig [mailto:████████@gmail.com]
Sent: Thursday, August 24, 2017 9:50 AM
To: Parks <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 <████████@gmail.com>
Date: Thu, Aug 24, 2017 at 9:47 AM
Subject: Monona Golf Course. Plan M3
To: 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

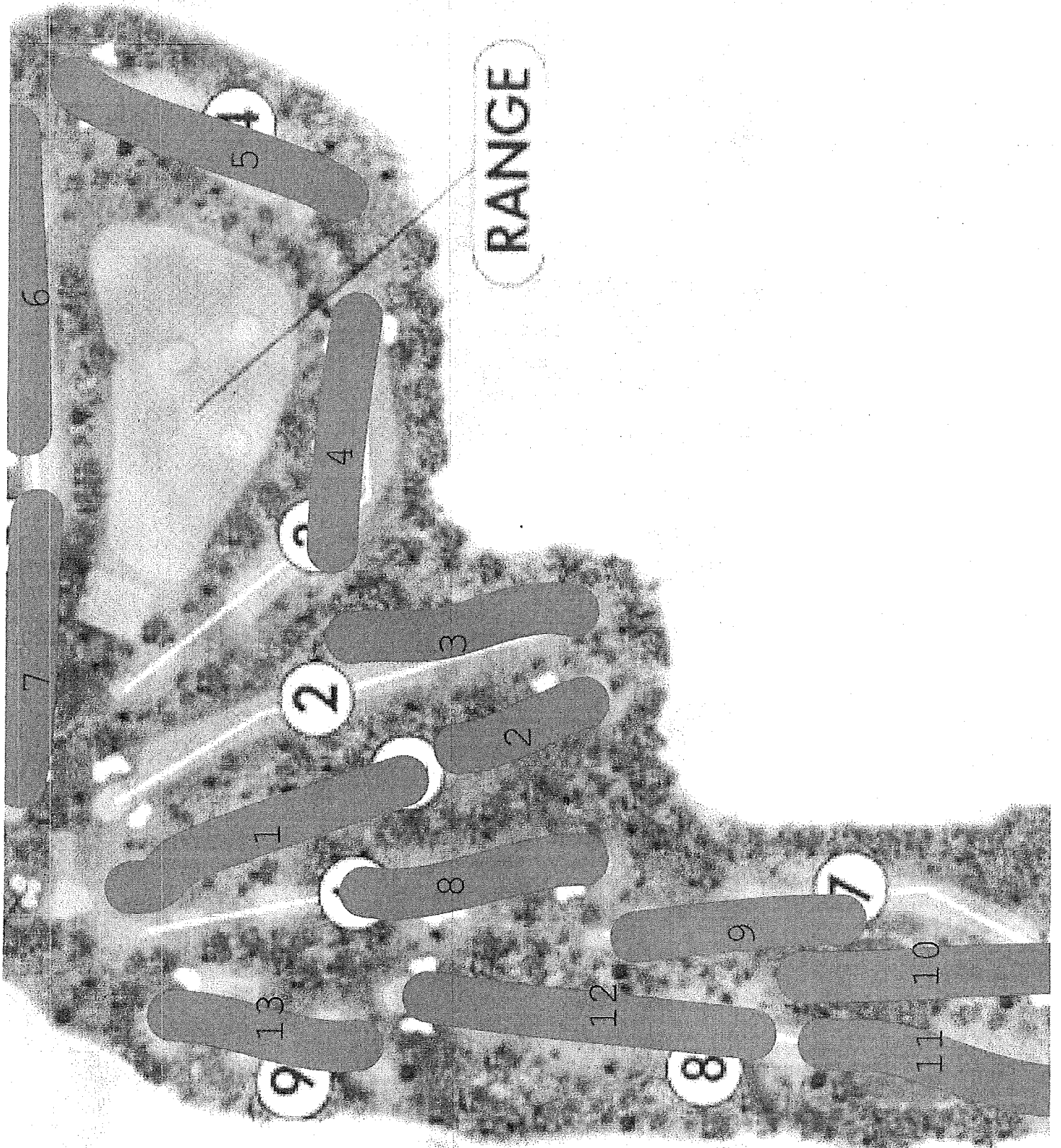
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RANGE



From: Vonna Johnson-Porter [mailto: [REDACTED]@msn.com]

Sent: Tuesday, November 07, 2017 11:45 AM

To: Park Commission <pacommission@cityofmadison.com>

Subject: Ideas for use of Yahara Golf Course

I am an avid golfer of the Madison golf courses and do hope that you will not close Monona. That said, I read about idea to use Yahara for a bike park. There are dozens of bike paths and areas in Madison in Dane County for use by bicyclists of all ages.

Last weekend I spent 3 days in the St. Louis, MO area watching soccer games being played at many different soccer complexes around the city. I am aware of the soccer complex in Verona and believe Madison could benefit greatly with a large soccer complex where the Yahara Golf Course now sits.

I am surprised soccer people in the know around Madison haven't come forward yet, but hope someone might follow up on this idea....

Thank you for your consideration,

Vonna Johnson Porter

[REDACTED] Lee South Court

McFarland, WI 53558

[REDACTED]

Sent from Mail for Windows 10

From: Mike Burns [mailto: [REDACTED]@cityofmadison.com]
Sent: Thursday, November 02, 2017 11:49 AM
To: Park Commission <pacommission@cityofmadison.com>
Subject: golf courses

Madison Parks Commission and the Golf Commission

I believe that trustees of Madison's green spaces should never have a discussion of selling even one square inch of any Madison Park. Our parks are precious islands in a sea of development and pavement. These are sacred grounds that need to be preserved for the generations to come, and not to be forced to turn a profit every quarter. I'm guessing that very few of the activities that take place in the Madison Parks are expected to pay their way. But golf is, for some reason.

If we sell off our park land how much new land will Madison be acquiring for public parks in the next 100 years? Creating our Central Park was a rare and difficult undertaking that might never happen again. The Monona and Yahara Hills Golf Course are properties that we already own and do not need to be bought at great expense. Identifying new park land should be the focus of the current Parks Commission, not shedding ground that doesn't earn a buck. As the population of Madison swells, our common green needs to be nourished and enlarged, not reduced, regardless of its current use.

Selling one of the most accessible of Madison's four public golf courses would be a mistake that would soon be regreted. The Monona Golf Course is an urban resource not only for golfers but for skiers, runners, and many kinds of wildlife and is much more accessible to the east and north side residents than the other Madison courses. Before you sell this irreplaceable resource you should look at ways of adding value to this location, much in the way that Brittingham, Wingra, and Marshall Parks have prospered with the boat rental additions, and that Olbrich Park seems to be doing with the beer garden.

There is a lot of land around the Dean House and the Monona Golf Course that could be developed in revenue producing ways. Build a bigger club house and bring in Tory Miller or Johnny Hunter to open a connected year round destination for fine dining as well as golf? Add a tennis court and a pool near the parking lot in land that is not needed for golf? Have a pro re-design the course to create a more demanding 9 hole asset? Sell or lease lots adjacent to the links for housing?

If the four Madison golf courses must turn a profit, then leasing land from part of the 36 hole Yahara Hills course would result in the least long term damage, and could result in a greater use of the rest of Yahara Hills for golf. And retain part of the legacy of Madison's public lands for future park users.

Respectfully,

Mike Burns

[REDACTED] Clemons Avenue

Madison, WI 53704

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Name: Jim Jenkins

Street Address:

████ Frisch Rd.

Madison, WI 53711

Phone: █████

Email: █████@[yahoo.com](mailto:████@yahoo.com)

Comments / Questions:

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Subject: Golf Program

Comments / Questions:

To the Parks Department:

I support the city subsidizing its four public golf courses. They enable kids, seniors, and working folks to enjoy the game.

It's always been true that fewer younger adults play golf. The younger demographic is fully engaged with jobs and family and may be struggling to pay their bills. They often don't have time or money to golf. As these obligations ease back, many people take up or resume the game.

Golf is a wonderful recreation and rather than dumping it, the City of Madison should be encouraging younger golfers to play, by subsidizing rates, making rental clubs available for kids, and developing and promoting youth programs. The City has made no visible attempt to sell golf to Madison residents.

I know many people who grew up near one of the courses and played mornings as kids. If we dump the courses, particularly Odana, Glenway and Monona, young people will have to be driven far out of the city and pay much more than they can afford, to enjoy this healthy and skill-building lifetime sport.

Some things are too important to leave solely to the private sector. Golf is a worthwhile activity and the City should find ways to promote our wonderful courses rather than eliminating them. If they disappear then it will become a game for only the rich to enjoy. That would be a shame

Jim Jenkins

████ Frisch Rd. Madison

608-████