

DATE: March 12, 1998

SUBJECT: GOLF COURSE PROFESSIONALS - NEW CONTRACTS

RECOMMENDATION:

- A. THAT Earl Francis' contract at McCleery Golf Course and Driving Range be extended from June 30, 1998 to December 31, 1998 on the same terms and conditions as the existing contract.**
- B. THAT Muncie Booth be awarded a five year contract at McCleery Golf Course and Driving Range effective January 1, 1999 subject to the compensation formula being to the Board's satisfaction.**
- C. THAT Earl Francis be awarded a five and a half year contract at Fraserview Golf Course and Driving Range effective July 1, 1998 subject to the compensation formula being to the Board's satisfaction.**
- D. THAT Earl Francis and Muncie Booth submit proposals for the provision of Professional Services at Langara Golf Course for five years effective January 1, 1999 based on criteria approved by the General Manager.**

BOARD POLICY

Since 1976 the board has retained class 'A' golf professionals on contract at its three golf courses.

BACKGROUND

Earl Francis was one of three golf professionals selected in 1976 when the Board sought applications for the three golf courses.

Following the retirement of the professional at Langara in 1992 the Board approved the appointment of Muncie Booth as the new professional and he commenced his duties on April 1, 1992.

On September 13, 1993 the Board awarded new contracts and compensation packages to the professionals. Earl Francis was awarded a new contract at Fraserview up until the course closed for renovations (December 1, 1996). The Board also resolved that Mr Francis be retained after Fraserview reopens, subject to good performance and acceptance of a new contract.

Muncie Booth was awarded a new contract from the time that Langara reopened (July 1, 1994) until December 31, 1998.

When McCleery reopened for play on June 28, 1996 after renovations Earl Francis agreed to assume the professional responsibilities and operate both courses up until Fraserview closed on December 1, 1996.

On January 13, 1997 the Board awarded Earl Francis a contract at McCleery until June 30, 1998 and approved compensation formulae for both professionals until the end of their contracts.

DISCUSSION

With the reopening of Fraserview Golf Course scheduled for July of this year the Board' s renovation program for the three golf courses will be complete. One major component of the program was the addition of a driving range at McCleery.

There is now a driving range at both Fraserview and McCleery which allows the Board to provide an improved level of service to the public and enables both the Board and the golf professionals to share a steady revenue stream. The professionals are able to supplement their income by operating the range under a revenue formula approved by the Board and are also able to provide lessons from the facility.

The Langara Golf Course, due to its smaller size, was unable to accommodate a driving range and therefore is at a disadvantage over the other two courses as far as revenue potential for both the Board and the professional.

The following is a recommended plan for professional services at our three golf courses:

Fraserview

Earl Francis was head professional at Fraserview from 1976 until the course closed for renovations in December, 1996. As outlined above, the Board previously resolved that Mr Francis be retained after Fraserview reopens in 1998 subject to good performance and the acceptance of a new contract.

Mr Francis has been the head professional at McCleery since it reopened in July, 1996 and again provided a good level of service to the public at that course. He wishes to return to Fraserview when it reopens and staff believe he deserves the opportunity to continue at that course.

McCleery

Since it would be operationally difficult to change professionals at McCleery in the middle of the summer it is recommended that Mr Francis continue at McCleery until the end of 1998 under the same terms and conditions as the existing contract.

The professional at Langara, Muncie Booth, has requested a transfer to McCleery after his contract expires at the end of 1998. Mr Booth has performed well at Langara since it reopened in 1994 and staff believe he

deserves the better opportunity to provide professional services at a golf course with a driving range.

Langara

Under the above recommended scenario the Board has an opening for a golf professional at Langara effective January 1, 1999. There are two recommended ways the Board could deal with this vacancy:

Advertise for a new professional.

Request the two current professionals to submit proposals to provide professional services at Langara.

The Golf Course industry rarely bases the retention of a golf professional on an open call for proposals whereby the successful candidate is the one who will provide the necessary services at the cheapest price. The Board has in the past followed the procedure of setting the compensation, advertising for a Class ' A ' Professional and selecting the best candidate similar to the process used for an internal posting.

The compensation (retainer) for our golf professionals is based on an amount for supervising and staffing the reservation/starting of golfers and giving out information to the general public either by telephone or in person at the course. Deducted from this amount is a fair market rent for the use of the pro shop and a golf cart rental fee based on a percentage of actual sales. The City' s Real Estate Division carried out the last rental review for Langara and McCleery pro shops in 1996.

Since Langara does not have a teaching facility on site it is not as attractive as other golf courses when advertising for a professional. Indeed, it could be argued that a highly qualified professional is not necessarily required at Langara when the teaching component of their job is not utilized.

It is believed that both professionals at Fraserview and McCleery could manage the operation at Langara and provide an excellent service for the Board. Advantages are as follows:

Lower costs for the Board in professional services.

The Board already knows the capabilities and high commitment to service of the two incumbents.

Management of two professional contracts is easier than three.

The successful applicant for Langara will be able to offer patrons at that course lessons that can be conducted at the driving range of their other course.

The criteria for the proposal call would be approved by the General Manager and the final appointment approved by the Board. If staff do not believe that either proposal is advantageous to the Board then it would be recommended to

advertise for a new applicant.

There will also be a review of the compensation formula for each golf course professional and the recommended amounts would come back to the Board for approval.

JUSTIFICATION

Both Earl Francis and Muncie Booth have provided the Board with a high level of professional services in the past and have assisted the Board with valuable advice in the renovation program. Both professionals have coped well with the disruptions during this period and deserve new contracts.

The Langara vacancy should be filled by one of the existing professionals as part of their new contract and a competition will ensure the Board gets the best value for the services that are provided.

Prepared by:
Administration & Revenue Services
Board of Parks and Recreation
City of Vancouver
P.J.