

Minutes of the Finance Committee

Wednesday, June 3, 2015

Chair Heinrich called the meeting to order at 8:15 a.m.

Present: Supervisors Jim Heinrich, Larry Nelson, Duane Paulson, Richard Morris, Steve Whittow, Bill Zaborowski, and Eric Highum.

Also Present: Chief of Staff Mark Mader, Senior Landscape Architect Steve Brunner, Solid Waste Supervisor Rebecca Mattano, Senior Buyer Diane Knoll, Parks System Manager Dave Burch, and Parks & Land Use Director Dale Shaver. Recorded by Mary Pedersen, County Board Office.

Approve Minutes of May 20

MOTION: Paulson moved, second by Zaborowski to approve the minutes of May 20. Motion carried 7-0.

Announcements

With a quorum of the committee in agreement, Heinrich said future Finance Committee meetings will begin at 8:15 a.m.

Schedule Next Meeting Date

- June 17

Contract Procurement Process for Architectural and Engineering Services for the Waukesha to Brookfield Connector Trail, Capital Project 201407

Brunner advised the contract was awarded to CORRE, Inc., the highest rated proposer for a total cost of \$305,302.57. The budgeted amount is \$350,000. Nine contractors submitted RFPs for consideration.

Morris felt the cost for this design was expensive. Brunner said this is a rather challenging project with five creek crossings, a railroad crossing, and some real estate/easement issues which we don't typically have with other trail design projects.

MOTION: Paulson moved, second by Morris to approve the contract procurement process for architectural and engineering services for the Waukesha to Brookfield connector trail. Motion carried 7-0.

Contract Procurement Process for Materials Recycling Facility Broker Services

Mattano advised the contract was awarded to Judson & Associates, SC for a total contract cost of \$44,750. The budgeted amount is \$50,000. One other proposal was received but it was deemed incomplete. Mattano noted the County has worked with Judson & Associates in the past and they have very good references.

The cost for this service is based on a Comparative Market Analysis (CMA) performed in February, 2015 which valued the property at an estimated sale price of \$895,000 with a contractor's

commission rate of 5%. The contract amount has the potential of exceeding \$50,000 if the property can be sold at a higher price than estimated.

MOTION: Zaborowski moved, second by Highum to approve the contract procurement process for Materials Recycling Facility broker services. Motion carried 7-0.

Review Parks & Land Use Golf Course Surveys/Feedback

Shaver distributed copies of "Waukesha County Golfer Survey" and customer demographics for the three County golf courses. In fall of 2014, the department retained the National Golf Federation (NGF) to conduct a business assessment of County golf operations. As part of the assessment, the NGF distributed a survey seeking opinions from County golf course users. The survey was web-based and mailed out to golfers who currently golf the County courses. Generally, these are golfers who are happiest with the courses and their ratings more favorable than golfers who may have played the courses in the past but stopped playing. A total of 756 surveys were collected by the NGF.

On a scale from 1 to 10, the survey results showed the County's golf courses had satisfaction rates higher than the national median at Wanaki (8.3) and Naga-Waukee (8.1) but lower than the median at Moor Downs (7.8). The factors that drive satisfaction were design quality, friendliness/helpfulness of staff, and overall value. The courses scored low on pace-of-play compared to comparable courses nationally and this will be examined further for improvements. Green fee increases of \$3 to \$5 would be acceptable if the additional revenue went to facility improvements.

The NGF noted several key themes about what they liked about the County golf courses including well maintained and in excellent condition, appealing golf layout, good variety with distinct golf courses, close to home, relatively inexpensive, and attentive and friendly staff. The NGF noted several key themes about what needed improvement and these included golf course conditions (traps, trees, greens), food and beverage service (Naga-Waukee), restrooms need improvement both on-course and in clubhouse, needs to be more "women-friendly" (shorter course at Naga-Waukee), more beverage carts, monitor pace-of-play better, expand the practice area (short game), improve the bunkers, and have more discounts and specials especially for late afternoon. Shaver went on to review other survey results and demographics.

Paulson advised he has received complaints from constituents that Moor Downs was too expensive. Mader said finding a comparable 9-hole golf course for \$11 would be difficult to find. Birch said County golf course prices are not the lowest or the highest in the area. He noted that improvements were made to Moor Downs to remove select/diseased trees to improve the course and this will be done at the other two courses also.

MOTION: Paulson moved, second by Highum to adjourn at 9:14 a.m. Motion carried 7-0.

Respectfully submitted,

William J. Zaborowski
Secretary