



CITY COUNCIL WORKSESSION MINUTES

Monday, January 26, 2026

4:30 PM

Mayor Connelly called the meeting to order at 4:48 PM.

PRESENT: Mayor Tasha Connelly, Councilor Molly MacGregor, Councilor Tom Sutherland, Councilor Rick Blake, Councilor Dan Mertes

STAFF: Tom Pagel, Kimberly Gibeau, Chad Sterle, Tom Beaudry

DEPARTMENT HEAD REPORT:

1. Pokegama Golf Course - Tom Beaudry

Tom Beaudry presented overview of 2025 season at the Pokegama Golf Course, including the following:

1. Celebrated 100 years of golf at Pokegama Golf Course, marking a milestone year for the facility.
2. Recorded 27,354 rounds played, an 11% increase over the prior year, significantly outperforming the national golf participation growth rate.
3. Driving range revenue increased 32% and usage increased 25%, aided by the installation of a new ball-dispensing machine and recovery from prior-year downtime.
4. Junior golf participation increased approximately 30%, with improved tracking accounting for higher reported totals.
5. Launched a PGA HOPE program for veterans, reaching full enrollment and planning for expanded instructor capacity to increase access.
6. Initiated a bunker renovation and fundraising project, supported by centennial events and promotional activities.
7. Customer satisfaction improved, with the Net Promoter Score rising from 63 to 84, based on golfer survey feedback.
8. Notable challenges included fairway condition issues, declining simulator usage, marketing performance gaps, and increased skunk damage to the course.
9. Plans are in place to address challenges through improved turf management, pest control, and operational adjustments.

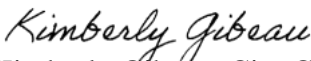
10. Priorities for the upcoming year include budget discipline, increasing survey response rates, improving course consistency, maintaining a Net Promoter Score of 80 or higher, and completing the bunker renovation project.

REVIEW OF REGULAR AGENDA:

Upon review, the Council accepts the addition of swearing in Police Officer Evan Wimmer. No other changes or additions are noted.

There being no further business, the meeting adjourned at 4:50 PM.

Respectfully submitted,


Kimberly Gibeau, City Clerk