

Subject: RE: Northlands Golf course

Date: Sun, 30 May 2004 11:16:56 -0700

From: "Ernie Crist" <ernie_crist@dnv.org>

To: "chris williams" <chwil@shaw.ca>

CC: "Mayor and Council - DNV" <Council@dnv.org>, "James Ridge" <James_Ridge@dnv.org>, "Senior Management Committee" <managecomm@dnv.org>, "FONVCA (E-mail)" <fonvca@fonvca.org>

Dear Mr. Williams:

I did not support the fee increases at "Northlands" and I was the only member of Council to do so. Indeed the rate structure of "Northlands" is in total violation of the original criteria established when this municipal public golf course was built. These criteria took into consideration that this land belongs to the public, that it is public money which built it and that Council had other options to realize its return on investment had it chosen to do so. For instance Council failed to build a small banquet facility and a driving range as was planned giving the municipality a far greater income while keeping fees low. What Council did, made no sense either from a business point of view nor from the point of view that golf is or should be part of our preventive health care system.

I urged Council to consider all these points but to no avail. While nobody ever suggested that we should subsidize fees neither did we envision that the users especially those living the District should pay the kind of rates they now have to pay.

I trust this will clarify my own position and I sincerely hope that you will convey this to your golfing friends.

Yours truly,

Ernie Crist.

-----Original Message-----

From: chris williams [<mailto:chwil@shaw.ca>]

Sent: May 30, 2004 9:37 AM

To: Bentley Sly

Cc: Mayor Bell; Ernie Crist; Janice Harris; Maureen McKeon Holmes; Lisa Muri; Alan Nixon; Richard Walton

Subject: Northlands Golf course

To: Mr. R Bentley Sly,

Superintendent of Golf Facilities

Northlands Golf Course

Cc. District council

Sir,

Just a note to express my disappointment with the recent changes you have implemented at Northlands.

As someone who has, in a regular foursome, played around 40 rounds a year at Northlands

for several years I was dismayed to arrive at the course yesterday in pouring rain and find that your "rain rate" was \$55 - a whopping discount of \$6, I believe, on your yet again increased fees. In the past at Northlands, and certainly at virtually any course in the lower mainland, one would expect something on the order of a \$20 discount in these playing conditions. Such a discount is especially warranted since it is only your most loyal, diehard clientele who play at these times. Northlands has never been good at rewarding its regulars I must add.

Our group spent over \$300 at your facility yesterday between fees and lunch. For this price we were served by dispirited employees administering ill conceived policies they were forced to defend to numerous disgruntled customers.

This blatant gouging, in addition to the new cumbersome booking rules, along with the total lack of any demonstrable improvements in service or the golf experience you offer generally, will result in our foursome undoubtedly playing fewer rounds at Northlands in the future.

Your lack of respect for your customers and your total disregard for improving the golf experience, as opposed to simply squeezing more money out of what used to be a reasonably well run and fairly priced operation, is at best unimaginative and at worst a waste of what could be a first rate facility.

Sincerely,

C. M. Williams

