



**Board of Directors Meeting
September 18, 2025
7:00 P.M.**

SVRA Cedar Creek Center Meeting Room

Tony Viollis: Chairman - Present
George Toolson: Vice Chairman - Present
Julie Christiansen: Treasurer - Present
Patty Judge: Secretary - Present
Carolyn Thacker: Director – Present
Marcus Occhi: Director – Present
Ken Crittenden: Director - Present

Call to order: Chairman Viollis called the meeting to order at 7:00 p.m. and called for the Pledge of Allegiance.

Recognition: Chairman Viollis welcomed Mayor Ru Rok, the grounds crew, and the pro shop staff.

Adopt the Agenda:

- Director Occhi made a motion to approve the meeting agenda as written.
Director Thacker seconded the motion.
Motion passed by unanimous approval.

Approval of Minutes for August 21, 2025 Board of Directors Meeting:

- Vice Chairman Toolson made a motion to approve the minutes of the August 21, 2025 Board of Directors Meeting.
Secretary Judge seconded the motion.
Motion passed by unanimous approval.

Chairman's Report: Chairman Viollis gave the following report:

- Treasurer Christiansen made a motion to appoint Ken Crittenden onto the Board of Directors.
Director Occhi seconded the motion.
Motion passed by unanimous approval.
- Director Thacker made a motion to appoint Director Judge to the Officer Role of Secretary.
Vice Chairman Toolson seconded the motion.
Motion passed by unanimous approval.

Standing & Special Committee Reports:

H&E Committee Report: Director Judge gave the following report:

I want to welcome Ken onto the Board. Even before he was on the Board he helped volunteer with events including the craft fair last weekend.

The annual craft fair was held last weekend. We had almost 40 vendors, and many of them were new ones. The new sourdough vendor sold out before noon, much to my dismay since I didn't manage to snag any of her

product! The feedback I got from them was really good, so we will be hosting it again next year. We'll be sending out an email to the vendors next week to get more feedback on times and dates for next year.

Our next big event is the TRUNK OR TREAT on October 25th. We will be starting to decorate the barn on Friday. We need volunteers willing to help with both the event Saturday and decorating the barn on Friday. The night of the event we'll need people willing to dress in costume and help with the games, as well as be outside to be part of the haunted train ride.

Santa on the ranch will be held on December 13th. We are still firming up plans for the event, if you have suggestions we'd love to hear them.

We will be having an H&E committee meeting in the next two weeks. If you are interested in being on the committee, please let one of us know or call the office.

Golf & Greens Committee Report: Vice Chairman Toolson gave the following report:

Well, the golf season here on the Ranch is rapidly coming to a close. The weather is great and the courses are exceptional for this time of the year, thanks to the boys on the hill. Aeration is complete on the back nine of Cedar Creek, with the front nine to be done early next week.

We are quickly approaching the new budget season for 2026. We will be looking at: equipment needs, advertising, customer pricing, fuel costs, fertilizer, sand, pest control, and employee wages to keep Cedar Creek and Aspen Hills running smoothly next season.

As of yesterday September 17th, we've had 20,621 rounds played on both courses which is about 33% of available rounds. Golf income is at \$882,361.16, up about \$18,000.00 from the 2024 season. Golf merchandise is up by \$20,000 over last year with lots of inventory left in the Pro Shop. Cart usage is up by more than \$15,000.00 over last year.

Tournaments are all but over. The Sponsor Tournament was held last Friday had 144 participants. The final tournament is being held a week from Saturday for the Alpine Charter School. Sign-ups are online or the Pro Shop will help you out.

Speaking of the Pro Shop, I at this time will turn it over to our SVRA Pro, Nick Harding.

Golf Pro Nick Harding stated: The 2025 tournament season at Star Valley Ranch was one of the most exciting and memorable in recent years:

- Mixed Moose Invitational – Kicked off the season with an outstanding turnout. The festivities, Calcutta, and shootout created an electric atmosphere that set the tone for the summer.
- Outlaw Member-Guest – The marquee event of the season delivered unforgettable moments, from costume contests and themed festivities to competitive golf and lively evening parties. The event truly embodied the spirit of fun and community.
- Sponsor Tournament – Capped off the season in style, with many members and guests calling it “the best day of the year.” The combination of live music, food, excitement, and appreciation showcased the value of sponsorship at SVRA.
- Wyoming State Senior Amateur – Hosting this championship was a defining moment for the Ranch. Course conditions and green speeds reached elite levels, earning high praise from competitors and visitors alike. This event highlighted the strength of our facility and the dedication of our maintenance team.

On a personal note, Junior Golf was a highlight of the season. The family appreciation, enthusiastic tournament participation, and the chance to give back to the community made this program especially meaningful. The engagement of parents and grandparents reinforced the importance of investing in our youth golf initiatives.

In addition, the Beginner Ladies' Clinics offered a new pathway for player development. These sessions provided a welcoming, instructional environment that encouraged more women to participate in the game. The combination of Junior Golf and Ladies' Clinics demonstrates the Ranch's commitment to growing the game at all levels and creating a golf community that is inclusive and family-oriented.

One of the most rewarding aspects of the 2025 season has been my working relationship with Ernie Bigelow and Larry Tucceri. Historically, golf professionals and superintendents often operate like oil and water—working side by side but rarely in full harmony. This year has been the exception. At Star Valley Ranch, the relationship has been seamless, with no “distorted taste,” and instead, a partnership built on mutual respect and shared goals.

For those who may not be aware, Larry Tucceri's leadership was instrumental in elevating the Ranch this fall. While most facilities begin winding down and preparing for winter, Larry kept his crew engaged and focused so that we could successfully host the 2025 Wyoming State Senior Amateur. The course conditions and green speeds reached a standard that exceeded expectations, earning praise from competitors and even former golf professional Ben Whalen, who noted how remarkable the course was compared to his own time working here.

It is clear that SVRA is fortunate to have Larry and his team leading our grounds efforts. Their commitment, especially late in the season, showcased not only their professionalism but also their dedication to making Star Valley Ranch a premier destination for golf in Wyoming.

The 2025 season was also marked by strong progress and positive momentum in the golf shop. Several new initiatives and product lines resonated well with members and guests, creating both excitement and strong sales.

- Fitting Events – The Ranch hosted five successful fittings this season: PXG (2), Callaway (1), Mizuno (1), and Titleist (1). Each event brought in impressive sales and added to the professional reputation of SVRA golf operations.
- New Brands – The introduction of Bogg, Municipal, Yatta Golf, and Gear for Sports was very well received, diversifying our product mix and appealing to a broad range of golfers.
- Logo Merchandise – The launch of the new 307 Logo proved to be one of the most popular additions to the shop in 2025, with members and guests embracing it as a signature SVRA brand. This logo will continue to be a key merchandising component in 2026.
- Looking Ahead to 2026 – Pre-booking has already begun, and conversations with new vendors are underway to ensure continued freshness and quality in our shop's offerings.

The combination of strong fitting events, successful new brands, and the popularity of the 307 Logo made 2025 one of the best retail seasons for the Ranch. This momentum sets us up very well heading into 2026.

Looking forward, the following goals are set to enhance operations, strengthen the member and guest experience, and position SVRA for continued success:

- Indoor Golf Experience – Develop an indoor golf component within the golf shop to provide year-round engagement during the winter months.
- Expanded Fitting Opportunities – Add Ping and TaylorMade to the 2026 fitting schedule to complement existing vendor relationships.
- Fee Schedule Alignment – Work with Golf & Greens, the Board of Directors, and management to present a fee schedule that reflects the long-term needs of the Ranch.
- Competitive Wages – Offer more competitive pay for staff, aligning closer to wage standards in Teton County to ensure retention and attract talent.
- Mandatory Pre-Payment – Explore implementing a mandatory pre-payment policy for tee times, similar to the model used at Salt Lake City and Davis County Golf Courses. This approach would increase guaranteed sales and eliminate no-shows, protecting revenue and ensuring fuller participation.
- New Revenue Opportunities – Explore additional streams beyond sponsorships, including:

- Beverage cart advertising
- Range ball advertising
- Auctioning of preferred golf cart parking spaces
- Handicap Committee – Form a USGA-compliant Handicap Committee (required), ensuring integrity and accountability in handicapping.
- Golf & Greens Committee Engagement – Schedule 12 committee meetings per year (monthly) to improve communication, oversight, and planning.
- Course Surveillance – Develop a system to monitor the golf course after hours, enhancing security and protecting assets.
- Weather Safety – Install a lightning/weather alarm system to ensure member and staff safety during sudden storms.

Architectural & Utilities Committee Report: Director Thacker gave the following report:

Since the August 21, 02025 Board Meeting, the Architectural Committee has approved:

2 New homes w/ attached Garages

3 Front yard landscaping projects

This concludes the Architectural report for September 2025.

- Director Thacker made a motion to approve Variance on plat 18, lot 183. On hole #3 there are stakes showing the property lines, which includes part of the cart path. To avoid having us rip out part of our cart path, the owner is wanting a variance on the setback requirements for the placement of the deck. It is a 10' setback requirement and they will be going less than a foot into the setback area.
Secretary Judge seconded the motion.
Motion passed by unanimous approval.

Utilities Report: Director Occhi gave the following report:

The Utilities committee had a meeting about the Park remodel. We are still waiting on two meetings with the Town of Star Valley Ranch which are scheduled for October 14 & 21st. It has also been brought to our attention that it is a very large piece of land and everyone has great opinions of what to do with it so we have decided to include an architect to help us visualize and put it on paper so it is budget friendly. We can do it in multiple phases if we need to we just need professional help to help us navigate where to start and what the end goal is. We are in the process of finding that person. Hopefully these next two meetings go in our favor and we can move forward from there.

Finance and Legal Committee Report: Treasurer Christiansen gave the following report:

All bank accounts have been reconciled through August 31, 2025 with no unresolved items.

Through 8.31.25 net income, prior to depreciation, is \$700,992.42 which is \$84,627.65 over budget. Compared to 2024, our YTD net income is 64,216.03 lower.

At 7.31.25 cash balances totaled \$1,643,655.48 including: \$9,303.21 reserved for the Capital Campaign and \$2,475.78 reserved for the Park Capital Campaign, and current assessment balance of \$1,132,230.94.

Keri continues to find bank accounts with favorable interest rates to earn as much interest as possible on our Board Reserved funds. This week, non-assessment major maintenance/future needs funds were moved to US Bank. This was done in accordance with a Board action.

We are firmly into the 2026 budget season. Department managers have been working with Keri on their budgets. The 1st draft of the budget will be available to the public on October 3rd.

General Managers Report: General Manager Keri Sweet gave the following report:

Assessments:

2025 Assessment Status: as of 9/16/2025 is 93.55% where 1,886 accounts have been collected with 70 remaining to reach 97% collectability.

Collections:

2025: 31 accounts have been sent for this year totaling almost \$48K. We have collected 11.31% or \$5,432.08

2024: remains at 71.48% collected

2023: collections have increased to 69.24%.

DCCR Violation:

The Association has received two violation complaints that the Board of Directors will take under advisement. Both violations revolve around inoperable vehicles remaining on the properties.

2026 Budget:

We are only two weeks away from the publishing of the First Draft of the 2026 Budget. As of next week, the team will have crafted all aspects for committee, and Board of Directors review. Golf & Greens will be meeting next Thursday with Legal and Finance the following Monday September 29th. The Directors will then reconvene on Wednesday October 1st to place the finishing touches and their seal of approval on the First Draft. Our first collaborative Draft will be available to our membership on Friday, October 3rd. Please keep in mind, like in years past, all Draft Versions of the budget are placed online with the notations regarding the suggested changes.

I do want to note a very key date within our preparation period; October 24th is the final day for recommended alterations to the budget. As of the 25th of October, the only variations to take place will be for items such as an updated insurance premium, worker's comp. percentages, etc. Thus, as a membership we welcome your input and suggestions as to how we can make 2026 a stellar year for all.

Facilities:

The Pool is now closed for the season. I want to personally thank the three ladies that assisted us this past season as we transitioned to a member only pool. In this, the Association received an overwhelming positive response.

Fire extinguishers, fire suppression system and kitchen hood have been inspected and are all in compliance. Over the course of October many of our facilities will be put to bed and winterized. As closures progress, the Association will inform our membership in hopes to mitigate any inconveniences.

Old Business:

Member Mason Vincent requested a follow up on homeowners threatening to sue the Town over building permits and an update on Aspen Hills for next year.

Chairman Viollis responded that there were two threatened lawsuits: one regarding the proposed park and one regarding a house on plat #3. Regarding the park, those homeowners came to the last Town meeting and said they would allow the combination of lots at the playground to pass as it was written. As for the house on plat #3, Mr. Christenson, the supposed plaintiff in this action, has not taken any legal steps as of this date.

As far as Aspen Hills, next year's schedule will depend on staffing. We are looking at wages for next year, so when the budget comes out in October you will notice the payroll increases.

New Business: None

For the Good of the Order:

Chairman Viollis said that he has watched Golf Pro Nick Harding prepare for every tournament as well as trusting his staff at the front desk. Nicks creativity with the music, putting contests, decorating, and 18 holes is unmatched. Nick has done an incredible job this season.

Mayor Rok said the Town sent out an email for a community survey to update their master plan and encouraged everyone to take that.

Treasurer Christiansen shared about domestic violence and the importance of community education. Treasurer Christiansen is working with the Town on scheduling a community education meeting. She would like suggestions on dates and times for best participation.

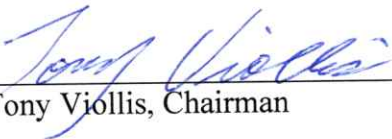
Member Mason Vincent congratulated Ken and asked for him to introduce himself.

Director Crittenden said he has been a resident on the ranch for just over 20 years. He is originally from Utah but has lived all over the country. He worked for the Federal government and retired after 34 years of service as a criminal investigator. He first worked for the US Treasury intelligence division in Las Vegas, Nevada assigned to organized crime project. Later on he worked for the IRS for criminal investigations primarily assigned to organized crime and drug enforcement task force out of Las Vegas and Denver. He graduated with a bachelor's of science degree with a minor in economics and business management. His interest in serving is just to do the best job he can do for the residents of Star Valley Ranch and support the Star Valley Ranch Association to the best of his abilities.

Chairman Viollis included that he also volunteers for the Association on a regular basis.

Adjournment:

- Secretary Judge made a motion to adjourn the September 18, 2025 BOD meeting.
Director Thacker seconded the motion.
Motion passed by unanimous approval at 7:55 p.m.



Tony Viollis, Chairman

George Toolson, Vice Chairman




Julie Christiansen, Treasurer



Patty Judge, Secretary



Carolyn Thacker, Director



Marcus Occhi, Director

Ken Crittenden, Director