



The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on January 26, 2015 at 8:10am at the Schoonover Municipal Building with Ray White presiding and Steven Natiello as recording secretary.

Board Members: Ray White, Craig Wetherbee, Mike Sweeney, Don Henry, John Smith

Township Staff: Supervisor Annette Atkinson, Supervisor Mike Dwyer, Budget and Finance Manager Ray Wolfe, Liaison Steven Natiello via phone, Pro Shop Manager Don Henry, Banquet Hall Coordinator Erin Groome

Meeting called to order at 8:10am by Ray White, seconded by Don Henry.

Ray motioned to accept the minutes of 1/12/2014; seconded by Don, all were in favor.

Whispering Pines

- There was a discussion regarding the procedure for 501c3 organizations renting the Whispering Pines building. (All 501c3 are charged the 501c3 rate; if they wish to have the fee waived, they must write a letter to the BOS. The BOS to discuss policy at their next workshop.) The procedure for Whispering Pines use for golf outings was also discussed. EVERYONE must pay the deposit.
- There was a discussion regarding the purchase of soda (renters can choose whether to bring their own soda or buy it from the township)
- The good news: in 2014 there was only 1 event for the entire first Quarter; in 2015, we already have 5 events booked for 1Q15
- Note by Michael Dwyer: the address of the clubhouse should be added to the contract
- There was a discussion regarding the heat. Don Henry has arranged to have the heat looked at on Wednesday or Thursday of next week.

Pro Shop

- Don Henry discussed some of the recurring outing groups. Most of the ones that aren't returning are actually rotating groups that use a different golf course each year.
- Already booked 9 or 10 tournaments for 2015.

Financials

- No major change since the last meeting. There were some lights changed.
- Don Henry updated the committee on returning members; we have a dozen less members than the same time last year.
- Don Henry and Ray Wolfe updated regarding heating costs. Propane is averaging \$100 a day.

Marketing

- Steven Natiello and Don Henry have both prepared notes based on previous marketing efforts and will meet in the upcoming week to discuss this year's marketing plan.
- Mike Dwyer asked if there was a way to mail a ten pack card that can be validated at the clubhouse. This would give golfers a tangible, redeemable offer that could encourage them to try out the course.
 - Don Henry and Steven Natiello agreed that it was a good idea and possible.

- Don Henry asked about the possibility of hanging a banner on the course (possibly outside on the deck) with offers for the bar. The idea is to encourage golfers who are wrapping up their round and coming in from the 18th hole to relax in the bar. Erin suggested signage at the 18th hole. Don suggested also using the card space in every cart for self-promotion.
- Ray White: Find a way to use the plastic tee boxes that we bought; not beneficial to sell as season long tee markers. Erin: Big A needs to be listed for 2015. Craig Wetherbee suggested putting a tab on the website: "for advertising sponsorship opportunities, click here"
- Michael Dwyer: Send it out in CCP newsletters. Don: Email blast to Group Golfer group.
Annette Atkinson: Sewer bills to CCP.

Pocono Photo Club 2nd Photography Exhibit and Local Painters at CCP Art Exhibit

- Steven Natiello updated the board of the possible art exhibit being held at the Whispering Pines Clubhouse.
- Annette added that she suggested to Terry Flatt two themes, one local (Poconos) and one golf theme.
- There was a discussion regarding mounting paintings and photos on the wall.

Old Business

- Michael Dwyer: Shed is done and CO was issued; the doors were fixed last week. Equipment being moved into new shed.
- There was a discussion regarding the course golf carts. Lease will be up in the next year, need to decide if township wants to buy the golf carts or lease new golf carts.
 - The biggest issue with the carts seems to be the front end. Don Henry suggested looking into a better long-term solution if the township is going to buy the carts (think this is what he meant).
- The committee again discussed the long-term plan of selling the course, with special attention to areas that make the course more marketable. Rounds and revenue are two considerations, and Don Henry informed the committee about his own understanding of what makes a course attractive to prospective buyers. Craig Wetherbee has a study that he will forward regarding the sale of a golf course. Michael Dwyer said he thought the development associations should buy the course.
- Don Henry discussed issues with tracking use.
- Don Henry discussed the GolfNow website.

New Business:

- Don Henry, Annette Atkinson, and Steven Natiello will meet on Thursday at 11am to discuss marketing.

Meeting Adjourned at 9:24

- Ray White made a motion to adjourn. Craig Wetherbee seconded the motion.
Motion passed 5-0.

The Middle Smithfield Township Golf Advisory Committee held this workshop session at the Schoonover Municipal Building on Monday 1/27/14. Present from the committee were: Ray White, Buz Radican, Don Henry and Craig Wetherbee. Mike Sweeney was absent. Also attending were budget and finance manager Ray Wolf, course superintendent Bill Par, Steven Natiello and Supervisor Mike Dwyer via phone. Supervisor Atkinson was absent.

Ray White called the meeting to order at 8:00 AM.

✧ The minutes from the 1/13/14 meeting were approved.

Committee positions were confirmed with Ray White as Chair, Buz Radican as Vice Chair, Mike Sweeney as Secretary, Don Henry as Pro Shop Mgr. and Craig Wetherbee Marketing.

Committee objectives for 2014 were discussed and a copy of the Township's 2014 Plans were handed out.

It was noted that 61 days remained until opening day and that each member of the committee were responsible for developing tasks required prior to opening day. Ray White reviewed a sales task list being worked on by Buz, Craig and Ray.

The question was posed as to where the Township is on a 10 year capital improvement plan for course irrigation. Mike Dwyer indicated that work on this would proceed in the near future.

A similar question was posed regarding electrical work that was scheduled for the course. Was an invoice submitted and was it paid? Bill Par indicated the work was not done due to weather constraints.

Old Business: WP kitchen furnace and thermostat—contract pending. Gutters—weather constraint. Boiler room hot water tank—\$6400 to complete work. Dumpsters—still not removed.

Ray Wolfe indicated \$41K in pre-payments and \$15K in receivables.

New Business: It was agreed that the 10 and 6 pack offerings should be ready to go earlier in the season. Don Henry indicated that he had some remaining from last season. More issues needed to be discussed generating a marketing meeting for Thursday 1/30 at 8 AM.

Meeting adjourned at 9:12 AM.

Respectfully submitted by Ray White