



Minutes: Golf Course Advisory Committee

23 February 2015

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on February 23rd, 2015 at 8:10AM with Ray White presiding and Amy Majani as recording secretary.

Board Members: Ray White, Craig Wetherbee, Mike Sweeney,
Township Staff: Supervisor Annette Atkinson, Supervisor Mike Dwyer, Pro Shop Manager Don Henry, Groundskeeper Bill Parr, Budget and Finance Manager Ray Wolfe, Digital and Operations Projects Coordinator Steven Natiello, Liaison Amy Majani.

Ray White made a motion to call the meeting to order. Craig Wetherbee seconded the motion. Meeting called to order at 8:10am

Ray a motion to accept the minutes and agenda. Mike Sweeney seconded

Whispering Pines. Ray White on behalf Erin Groome

Ray White and Craig Wetherbee have drafted letters to send out to past patrons to thank them and offer them a discount to return for a new event.

Pro Shop. Don Henry

- There are a total of 18 outings scheduled for this season: All previous outings are still returning, with one facing scheduling issues. The Marshall's Creek Fire Company has enough people to close the golf course for the day.

Financials. Ray Wolfe

- Similar to last year, CCP is still under budget.
- Don Henry: Whispering might need a regulator for its heating unit

Marketing. Steven Natiello

- Steven updated the committee on 2014's Facebook, AdWords, Email blast campaigns and highlighted successful points to emphasize moving forward.
 - The click through rate was 100 out of 500 by subscribers in the email list
 - Successful Facebook campaigns were those accompanied by materials such as high quality photos
 - AdWords were more successful in 2014 compared to previous years.

Marketing Letter for Whispering Pines. Ray White & Craig Wetherbee

- Ray and Craig have written two separate letters to send out to past Whispering Pines renters to thank them for their patronage and offer them a 10% discount to return for a new event.
 - Craig will email his draft to all members for approval.

Sponsorship Package. Craig Wetherbee

- The goal of the sponsorship program is to gather core groups of sponsorship partners for the CCP Golf Course

- Craig will email out drafts for Golf sponsorship website tabs.

Old Business: None

New Business:

- **Driving Range. Don Henry**

There was a discussion regarding the addition of a driving range and potential partnerships with nearby locales.

Ray White made a motion to adjourn. The motion was seconded by Mike Sweeney. Meeting adjourned at 8:34pm.

Next Meeting: March 9th, 2015 at 8:00am.