



## Minutes: Golf Course Advisory Committee

23 March 2015

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on March 23<sup>rd</sup>, 2015 at 8:00AM with Ray White presiding and Amy Majani as recording secretary.

Board Members: Ray White, Craig Wetherbee, Mike Sweeney, Bill Parr

Township Staff: Supervisor Annette Atkinson, Supervisor Mike Dwyer, Budget and Finance Manager Ray Wolfe, Whispering Pines Coordinator Erin Groome, Digital and Operations Projects Coordinator Steven Natiello, Liaison Amy Majani.

\*Don Henry was out sick.

**Ray White made a motion to approve the minutes and agenda. Mike Sweeney seconded the motion. Meeting called to order at 8:03am.**

**Ray motioned to accept the minutes and agenda. Craig Wetherbee seconded. Motion Passed**

### **Whispering Pines. Erin Groome**

- The banquet hall has booked 17 events.
- Erin has started sending out Thank you cards to past renters
  - The committee agreed to forgo including an expiration date on the thank you notes.
- Status of Repairs: In the process of buying equipment from Home Depot to repair 6 toilets throughout the building, and Shelving for kitchen equipment.
- Erin is now RAMP certified
- The Kitchen passed the Health Department Inspection.
- Erin has made a pre and post-event check list for renters to instruct them on what they need to take care of before and after an event.

### **Pro Shop.**

- Ray White: Don has ordered score cards,
- All the clothing orders are in.

### **Groundskeeper's Report. Bill Parr**

The snow is expected to melt away by opening day, April 3<sup>rd</sup>.

### **Financials. Ray Wolfe**

- Membership Fees are still coming in. So far, approximately \$48,000 has been collected.
- Don has the list of the remaining 2015 members who have not yet paid.

### **Marketing. Steven Natiello**

- Golf Now Update: Steven and Don are planning to have a meeting over the phone with a Golf Now representative regarding the opening promotional for April.
- US Data provided a list of 17k Golf Enthusiasts in New York, 32k in Philadelphia, 4k in Scranton, and 22k in Wilkes Barre.
  - Estimated cost to purchase the lists is 15cts per contact (with names and addresses) and 30cts (with names, mailing and email addresses). Alternatively, for 2.5cts per contact, US Data can send out Golf materials to golf enthusiasts on behalf of CCP Golf.
    - Steven suggested selecting the 2.5cts option for a start so as to test out the quality of the lists. Members agreed.
    - For the email blasts, members agreed to include the 'Free Golf, 25\$ per cart' offer, and a 10 percent discount on pro-shop goods.
- The Email Blast to CCP Residents will go out this week.
- Letter/Mailing to CCP residents will be included in the sewer bill mailing. Members agreed that each mailing include a club card and a 6-pack offer.
  - As a means to track activated club cards, Steven suggested using the Pro Shop's POS system for bar codes.
  - Steven will work on the designing the cards.
- Website Update: the outings page on CCP Golf is half way done and will be completed by the end of the week. The Media Page, Contact Form Page, and the Home Page for Whispering Pines have been updated.

### **Marketing Letter for Whispering Pines. Ray White & Craig Wetherbee**

- Ray White distributed his Whispering Pines thank you letter.

### **Old Business:**

- The Heat is working.
- Ray reminded members about Mady's Angels Tournament on May 3<sup>rd</sup>.

**Ray White made a motion to adjourn. Craig Wetherbee seconded the motion. Meeting adjourned at 8:51am.**

**Next Meeting: April 13<sup>th</sup>, 2015 at 8:00am.**