



Minutes: Golf Course Advisory Committee

9 March 2015

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on March 9th, 2015 at 8:00AM with Ray White presiding and Amy Majani as recording secretary.

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

Township Staff: Supervisor Annette Atkinson, Groundskeeper Bill Parr, Budget and Finance Manager Ray Wolfe, Whispering Pines Coordinator Erin Groome, Pro Shop Manager John Andrews, Digital and Operations Projects Coordinator Steven Natiello, Liaison Amy Majani.

*Supervisor Dwyer was away on business.

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. Don Henry seconded the motion. Motion passed 4-0.

John Andrews introduced himself and gave his background.

Whispering Pines. Erin Groome

- Erin Groome updated the committee on the status of the Whispering Pines. So far, the banquet hall has booked 17 events.
- Erin has the Thank You letters Craig drafted and is ready to send to past renters. She is compiling the list based on previous contracts, but needs the contracts from Ray White.
- Ray White brought his version of the letter to supplement the version previously provided by Craig Wetherbee.
- Erin Groome has premade thank you cards to send out to future renters of Whispering Pines once they book the banquet hall.

Pro Shop. Don Henry

- Don Henry is in communication with two vendors about clothing orders for the Pro Shop. Don will make the order before the end of the week.
- Don has sent a message to all members requesting their suggestions on changes they would like to see on the rack cards before an order is made. So far, there have been no responses.
 - Don suggested that if there are changes, we should ensure that the old cards and new cards are not simultaneously in distribution.
- [Editor's note: Don Henry, Steven and Annette have since met; Steve is designing score cards that can take sponsorships.]
- The company that the Golf Course used for the Handicapped system has offered a free evaluation of the course—in terms of ranking the holes). Nothing had been finalized yet.

Financials. Ray Wolfe

- As the golf course is not yet open to generate funds, there are no funds in the account. The Township had to transfer money from the General Fund (\$15,000) to keep the course running.
- CCP is still awaiting income from the membership. Reminders have been sent to all early bird members who still haven't paid the remainder of the cost of membership. Someone will be available at the golf course every day at 9 who can accept payments in person.
- All utility payments have been met.

Marketing. Steven Natiello

- Don passed out list of ideas for marketing events and golf deals.
- Ray White: Called Golf Magazine about their advertising rates. \$14,000 should buy CCP a black and white, 1/12th page regional ad placement. Consensus was that this was too much.
- Steven: Steven has been in contact with a list agency (US Data) that supplies the local businesses and government agencies. We have 3 options to pick from (i) a list with physical addresses, names and demographic information (10-15cts per individual) or, (ii) the former in addition to email addresses (for approximately 30cts per individual). (iii) For 2.5 cts per recipient, they would allow us to use their list for any of our print or email materials.
- Don has been communicating with Stay and Play Camelback about advertising in their brochures, especially after the Water Park opens.
- Ray White would like to send an email/letter to CCP residents to invite them to the course.
 - Steven Natiello suggested including a high resolution photo in the email to encourage people to visit. The group agreed. Steven will send Ray White a high resolution photo to include in the email.
- Craig Wetherbee informed the committee that Shawnee is advertising (email blast) a 15% discount to new members. Don Henry confirmed that a number of local courses (including water gap) are beginning to advertise their offers. Members decided to extend CCP's discount.

Marketing Letter for Whispering Pines. Ray White & Craig Wetherbee

- Ray White distributed his Whispering Pines thank you letter.

Old Business:

- Mady's Angels: Ray White distributed the Mady's Angels poster created by Steven Natiello and Laura Law and requested that each member of the committee strive to bring a foursome to the event.
- Don Henry will contact Chuck again because the heat regulator is still having issues, despite functioning before the last Golf meeting.

New Business:

- Craig Wetherbee suggested including an information request for (contact us form) on the Whispering Pines website.

- Annette Atkinson made an announcement about LERTA. She gave a brief explanation of the meeting held at the Whispering Pines on February 28th, and informed the committee on the relevant details.
 - Annette announced the meeting with the ESASD finance committee tonight and invited any interested committee members to attend. She also informed the committee that the Supervisors will present briefly before the schoolboard at the upcoming ESASD meeting.

Ray White made a motion to adjourn. The motion was seconded by Mike Sweeney. Motion passed 4-0. Meeting adjourned at 8:59am.

Next Meeting: March 23rd, 2015 at 8:00am.