



Minutes: Golf Course Advisory Committee

27 April 2015

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on April 13th, 2015 at 8:00AM with Ray White presiding in and Amy Majani as recording secretary.

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

Township Staff: Supervisor Mike Dwyer, Pro Shop Manager Don Henry, Whispering Pines Coordinator Erin Groome, Groundskeeper Bill Parr, Budget and Finance Manager Ray Wolfe, Digital and Operations Projects Coordinator Steven Natiello, and Liaison Amy Majani.

Meeting called to order at 8:04am

Minutes and Agenda

- Ray White made a motion to accept minutes, Craig Wetherbee seconded the motion. Motion passed 4-0.

Whispering Pines. Erin Groome

- 22 Whispering Pines events for 2015, and 1 for 2016.
- The Banquet hall now has a liquor License.

Pro Shop. Don Henry

- There were 103 rounds played on Sunday (purely walk-ins) and 104 Rounds on Saturday, 45 of which were part of an outing.
- Compared to last year, CCP about \$2000 ahead in revenue, and up 200 rounds
- Scorecards:
 - PUB 570, Tom X, and Big A Grille house are buying ads in the Scorecards. Don still has to meet with Pub 570 and Tom X to go over the details of the Ads. Big A will send in their Ads as soon as Don provides them with the measurements
 - The Course is likely to Run into the last 700 scorecards so Don might have to place an order to carry through before committee decides what the final ad count will be or what the cards will look like
 - For the New scorecards, Don plans to make an order for 15000 cards. Members agreed that since the new scorecards are likely to roll over into a second season, the scorecard ads can also run for two separate seasons.
- Email Blasts: Internal email blasts are now going through, however there are still some errors that remain to be fixed by GolfNow. Don will be meeting with one of the reps to go over these issues.
- Vacancies: Don is in the process of hiring cart drivers and a Beverage girl.
- Mady's Angels tees off at noon time.
- Don signed up a new member over the weekend
- CCP will be hosting a 20-25 sized group of golfers sent over from Pocono Palace.
- For Stay and Play, Budget inn is back.
- Don hosted a Wine and Beer Night last Saturday for members .About 25 people showed up.
 - Don will host a second one in 4 weeks and promote it through Mike and Ray White.

Grounds. Bill Parr

- The course, including the 13th Hole, appears to be in good shape.
- Bill is on the process of reviewing applications for seasonal employees.

Financials. Ray Wolfe

- \$17,000 spent and around \$15,000 in revenue has come in.
- Overall, low expenses and higher income

Marketing. Steven Natiello

- Online marketing: Steven ran Facebook posts for Mady's Angels and Tall Cedars Tournaments, which were boosted to reach an age group of 25 and above.
- Steven will sit down with Don Henry to decide on what list to purchase from US Data.

New Business

- For Mother's day in May, Don Henry suggested having an offer for \$35 golf on Wednesday and \$25 golf on Tuesday during that week.
- Don met with Atlantic City Golf Vacations—and like Genesis the group organizes Golf trips. Members agreed they would be good partners for any Stay and Play arrangements.
- Photo Exhibit: Don has made arrangements with Local wineries to purchase and serve their wines at the event at a discounted price during the reception.
- Don has been in contact with a local glass company. Don will buy a kit with CCP Golf logos on the glasses for the Pro shop.
- Ray White made a formal presentation to First Residential on the possibility of them hosting a golf tournament at CCP. First residential is planning to hold the a business meeting and a round of Gold at CCP before they agree to hosting a tournament.
- There was a discussion about the Frisbee Golf course at Echo Lake Park. Will need tee marker, and scorecards

Ray White made a motion to adjourn. Mike Sweeney seconded the motion. Motion passed 4-0.

Meeting Adjourned at 8:50am

Next Meeting: May 11th, 2015