



Minutes: Golf Course Advisory Committee

11 May 2015

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on May 11, 2015 at 8:00AM with Ray White presiding in and Steven Natiello as recording secretary on behalf of Amy Majani.

Board Members: Ray White, Craig Wetherbee, John Smith, Pro Shop Manager Don Henry, Mike Sweeney
Township Staff: Supervisor Mike Dwyer, Whispering Pines Coordinator Erin Groome, Groundskeeper Bill Parr, Budget and Finance Manager Ray Wolfe, and Digital and Operations Projects Coordinator Steven Natiello,

Meeting called to order at 8:04am

Minutes and Agenda

Don made a motion to accept the minutes. Craig seconded.

Whispering Pines Erin

- 57 events for 2015. Weekend went well.
- Erin is working with Bill Parr to get the light in store room fixed.

Pro Shop. Don Henry

- Don Ordered and received 500 scorecards of the old design to get CCP through the season.
- Weekend success stayed about the same as previous Mothers' Days.
- Pub570, Big A, and TomX all bought space on the new scorecards.
- Mady's Angels doubled from last year. They are ecstatic about the turnout. They will return next year, possibly during the week.
- St. John's Knights of Columbus will return August 7th this year. Don expects their turnout to increase this year.
- 28 golf events. Sold new weekday punch cards and club cards, plus signed up a new member.
- Stay and Play package is being worked out (almost finished) with **Pocono Palace?**
 - They will be sending golfers to us, since their course will not be open.
- Set an agreement with Saw Creek will advertise us and send their golfers to us.
- About 200 rounds over last April.
- 130 rounds over to-date. Rounds are increasing; money is up over last year.
- Wine and Nine event occurred with decent turnout. Will give more advance notice next time, and expects better turnout.
- Used GolfNow for advertising over the weekend. It was a first shot, nothing lost, and nothing gained.

Bill Parr.

- Have made some improvements; on request, Bill Parr brought pictures of the work he did.
 - Annette Atkinson recognized Bill on behalf of the Supervisors for the outstanding and creative work that he did.

Financials. Ray Wolfe

- Above same point last year.
- Only one unexpected repair.
- Beverage sales aren't as high.

Marketing.

- Don is now working with the New GolfNow rep.
- There was a discussion about club card purchases. Someone turned it down to purchase a ten pack.
- CCP is ready to work with Atlantic City Golf Vacations. They're not quite ready yet; they need to send contract.
- We signed on with Pocono Travel Bureau for golfers, too.
- Standard updates on web and social; page fixes, posts, are complete.

New business: singing artists. Ray White

- Ray White suggested a series of summer concerts at Whispering Pines involving musicians.
 - The idea would be to get people in the door to also enjoy the bar.
 - Annette Atkinson discussed how this would be achieved so as not to compete with local businesses. Annette suggested joining with the EDC to promote a local business as a host for the event, which would generate revenue and awareness for the local business.

Restaurant Week. Don Henry and Annette

- The carts have been updated with Restaurant Week material.
- Don added as a side note: the \$6 off on receipt has not been successful.

Meeting Adjourned at 8:50am