



## **Minutes: Golf Course Advisory Committee**

**22 June 2015**

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on June 22th, 2015 at 8:10AM with Craig Wetherbee presiding in and Steven Natiello as recording secretary on behalf of Chantel Wilder.

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

**Township Staff:** Supervisors Annette Atkinson and Mike Dwyer, Groundskeeper Bill Parr, Budget and Finance Manager Ray Wolfe, and Digital and Operations Projects Coordinator Steven Natiello.

### **Meeting called to order at 8:10am**

#### **Minutes and Agenda**

Craig made a motion to accept the minutes. Don seconded the motion. Motion passed 4-0

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

No update. (Erin is on Vacation)

#### **Pro Shop. Don Henry**

- Sold 147 Father's Day Gift Certificates-Twice what was done last year
  - Us and banner 94, 53 Golf Now
- Radio advertising running for 5 weeks (spread out)
  - People have heard the advertisement but haven't redeemed as of yet

#### **Maintenance. Bill Parr**

- Rain has helped us significantly.
  - Bryan W. of NE Contractors can repair valve \$22,000-25,000
    - Mike suggested to speak to Shawn to find out about permits and also may be able to repair with our guys
  - May be able to wait for repair when pond level is lower (drier)

#### **Financials. Ray Wolfe**

- Compared to last year doing well; 50k ahead of budget, though.
- New bills are coming in soon.

#### **Marketing. Steven Natiello**

- Between all advertising had approximately 130 impressions and a couple thousand interactions
  - Facebook boosted posts
  - Facebook organic posts
  - Google AdWords
  - Google AdWords Express (small trial)
  - Twitter organic posts
  - Email blasts: US Data List
  - Email blasts: internal list
  - TextCaster text alerts
  - WhereMST push notifications
- Targeted 35-64 year olds

**Old business:**

- No update.

**Meeting Adjourned at 8:22am**

- Craig Wetherbee made a motion to adjourn. Mike Sweeney seconded the motion. Motion passed 4-0. The next meeting will take place on 7/13.