



Minutes: Golf Course Advisory Committee

8 June 2015

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

Board Members: Ray White, Craig Wetherbee, John Smith, Pro Shop Manager Don Henry, Mike Sweeney was available by phone.

Township Staff: Supervisors Annette Atkinson and 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 8:10am

Minutes and Agenda

Don made a motion to accept the minutes with corrections. Craig seconded the motion. Motion passed 5-0.

Whispering Pines Erin

- 26 events
- Preparing for an event that will require using locker rooms downstairs. (will be using all rooms for a fashion show)
- Two new storage racks filled with kitchen supplies in storage area.
- Trained the new cart girl on Saturday - she did very well and will be able to help with new events
 - There was good traffic at the bar too; there was a "Bar Open" sign placed outside, which may have helped traffic.
- There are balloons in the Whispering Pines. Will be removed by Don.
- Lights in the kitchen need replacement

Pro Shop. Don Henry

- New Scorecard is here. Looks good; Don Henry thanked everyone who contributed.
 - Ten thousand scorecards are here; we should no longer have supply issues.
- Don Henry reported an increase in rounds played weekdays and weekends with positive results across the board.
 - Overall, our sales are up by about 22% and revenue is up by \$14,000 up over where we were last year
 - 30% increase in number of rounds played
 - Significant increases in revenue as well
 - Greens fees: 15% increase
 - Merchandize: 40% increase
 - Food and beverage: 40% increase
- Weekday rounds are up 32%
- Weekend rounds are up 22%
- Member play is up by 30%.
- Don mentioned that a golf cart sales representative is loaning us a new golf cart; we can use it 7-10 days to try it out.
 - Don has a favorable first impression and informed the committee on specific pros and cons. He asked Bill Parr to inspect it from a mechanic's perspective.

- Don has reviewed the past year's performance on a year by day, week, and hour basis and is in the process of preparing a proposal for additional pricing options.
- Don suggests that we may want to adjust the round of golf pricing within certain windows based on this information.
- Stay and Play:
 - Pocono Palace Is participating in a "stay and play" with us
 - Atlantic city golf vacation; no one has gotten a contract, no one has been in touch

Maintenance. Bill Parr

- Last week's rain significantly boosted the health of the greens.
- When there was a shortage of rain, water was pulled from TomX pond.
 - Last week the valve broke; the handle was closed but top was exposed.
 - It is losing water and repair is beyond our capacity.
 - Mike Dwyer suggested some groups to call and gave the number to Bill

Financials. Ray Wolfe

- Compared to last year doing well; \$30,000 ahead of last year
- \$17,000 ahead on the income side, \$20,000 ahead on the expense side.
 - In short, the best start that we've ever had.
- Food and beverage success is almost double last year.
 - This is even with poor days; it has rained 3/4 Mondays since season started
 - It also includes several full weather days.
- Just made cart payments; everything is up-to-date
- About \$5000 ahead on fuel

Marketing. Steven Natiello

- Don Henry 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.
- We signed on with Pocono Travel Bureau for golfers, too.
- Standard updates on web and social; page fixes, posts, are complete.
- There have been 5 Father's Day gift cards purchased so far. There is no comparison to last year because we did not start advertising this early last year.
- Don expects a similar number purchased.
 - Most purchased were based on the website advertisement.
- Don needs cart advertisement for Father's Day
- Don needs a tee marker advertisement for Father's Day.
- Steven will follow up with Bushkill Group regarding the Father's Day banner advertisement to hang over rt. 209.

Old business: singing artists. Ray White

- First Residential:
 - They will do it in Fall.
 - They are tentatively looking at September

Meeting Adjourned at 8:45am

- Ray White made a motion to adjourn. John Smith seconded the motion. The next meeting will take place on 6/22.