



Minutes: Golf Course Advisory Committee

13 July 2015

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on July 13, 2015 at 8:03AM with Ray White presiding in and Steven Natiello as recording secretary on behalf of Chantel Wilder.

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

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 8:03am

Minutes and Agenda

John made a motion to accept the minutes. Mike seconded the motion. Motion passed 4-0

Whispering Pines. Erin Groome

- 23 events this year so far
- Black tablecloths ordered and balloons are down (a couple stuck in light fixture, but will get them out)
- Carpet showing signs of wear and needs to be cleaned
- Dining room chairs are showing wear and tear
 - Discussion on cleaning tablecloths, Mike suggested washing machine in PW building
- Discussion about cleaning building, Erin and Mike discussed using cart kids
- Ray W. said he will help Erin get estimates for building cleaning (carpets, window sills, etc.)
 - People that were used in the past didn't do a great job at Township building but did good at golf course (used in Oct 2013 and cost \$1,950)-still will get estimates from others (John said he knows someone that may be able to do the job, he will give Ray info to add to other estimates)
- Contracts have been updated

Pro Shop. Don Henry

- Revenue up about 17%
- Merchandise up 30%
- Food and beverage up 34%
- Rounds ahead by more than 800
- Best 4th of July holiday weekend going back to 2013, even with the rain
 - Don will get the numbers to everyone
- Weekend play is up
- Senior rounds up
- Twilight is up since we moved it from 4 o 3 (almost doubled)
- Replays are up (2 rounds per day)
- A couple more people redeemed their Father's day certs
 - A couple of the certs were sold after Father's day
- Radio advertising, 38 rounds produced from Lehigh valley area
- Group golfers 970
- Members play is up
- Food (sandwiches and hotdogs) up

- Wine sales are up (premium)
 - Local wine is a mix but premium wine is selling better
 - Wine tasting could help sell local wine
- Sold a few 6 and 10 packs and club cards
- Seeing a lot of people from Lehigh Valley area code and South, small amount from Central Jersey and some new people from North Jersey
- There was an outing that was a wash, 20 of the 42 left due to weather (cart paths only) however 20 that stayed enjoyed themselves and want to bring back their whole group in September.
- Having some security issues with kids in the parking lot after hours (2-3am), Mike D. suggested using a chain to secure entrance (only during Summer)
 - Ray W. said he is looking into a private security company only concern was if security could be on Township property, Mike D. said it would be okay but if issue arises no legal action can be taken.

Maintenance. Bill Parr

- Extra rounds are taking toll on tees. Extra wear everywhere. Carts definitely don't stay on paths

Financials. Ray Wolfe

- \$25,000 on Budget

Everything is up

Marketing. Steven Natiello

- Not much has happened since last meeting, got decent response from Facebook and email blasts
 - Trying a new strategy for email blasts

Old business:

- Ray W. discussed concert at Whispering Pines, concert will now be pushed to Fall due to local artists availability (Christian Porter and Regina Sayles)
 - Ray W. is waiting to hear back from artists to confirm date and price
- Don mentioned that new golf cart they have been testing is much more stable than old ones, they are also better in gas; he has all the information on them.
 - Mike D. is concerned about 100lb difference (heavier), he mentioned that something had to be done to prevent the carts from speeding downhill (governed)

New business:

- Annette mentioned that Pocono Wildlife Rehabilitation center golf tournament is coming up, meeting needs to take place (Annette, Steven and Chantel) to start working out a plan
- Mid-year report is next week (23rd), reach out to people that want to help
- Schoolboard meeting is on the 20th –will be discussing LERTA
 - Annette suggested that people come to encourage schoolboard to move forward.

Meeting Adjourned at 8:55am

● Ray White made a motion to adjourn. Mike Sweeney seconded the motion. Motion passed 4-0. The next meeting will take place on 7/27.