



## Minutes: Golf Course Advisory Committee

**27 July 2015**

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on July 27, 2015 at 8:01AM with Ray White presiding in and Steven Natiello as recording secretary on behalf of Chantel Wilder.

Board Members: Ray White, John Smith, Mike Sweeney, Craig Wetherbee  
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 8:01am

#### Minutes and Agenda

Ray White made a motion to accept the minutes. Mike Sweeny seconded the motion and asked for future minute to include both first and last name of board members. Motion passed 4-0

#### Whispering Pines. Erin Groome

- 26 events this year so far
- Awaiting another contract, expect to sign this week.
- Thank you to Jill and Mike Sweeney for doing so much wonderful weeding.
- Ray White: this is our most successful year yet.
- Still waiting on a couple of quotes for cleaning, will have all information at a later time, but so far:
  - Windows are about \$300
  - Carpets \$1,000-1,200
  - Company last year did everything for \$1,900 (windows, carpets, dusting, etc.)
- Bill Parr and Steve (Pendola?) fixed storage drawers
  - Lights were fixed
- Last weekend's event was a Sweet 16
- Mike Dwyer mentioned that we have a leak downstairs, Bill Parr mentioned that the leak is coming from the Men's bathroom

#### Pro Shop. Ray White on behalf of Don Henry

- Good job on selling merchandise

#### Maintenance. Bill Parr

- No new updates
  - Valve still leaking, atill waiting on permits
- Mike Sweeney: asked Bill Parr about leveling out rocks on pathway, Billy Parr said he would discuss with Corey and see what can be done

#### Financials. Ray Wolfe

- Ahead on budget; better than last year.
- Mike Dwyer: got quotes for golf carts
  - Discussion: Ray White and Mike Dwyer: current carts are in the third and final year of lease and tires are worn

### **Marketing. Steven Natiello**

- Getting a lot of hits, majority from mobile traffic
  - Up 62%: increased number of golfers on the website
  - Up 83%: increased by direct traffic
  - Up 50%: increased people who view our rates
  - Up 54% increased people looking at “Directions” page
- Ray White: happy with progress of marketing, up 20% in traffic from last year, would like Steven N. to provide more details on traffic source.

### **Old business:**

- Ray White: concert at Whispering Pines will now have to be planned for next year as artists are completely booked through end of Fall

### **New business:**

- Ray White: St. Johns event is August 7<sup>th</sup>, Steven N. will send out email blast to market event
- Marshalls Creek fire department event coming up on September 26<sup>th</sup>

### **Meeting Adjourned at 8:21am**

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

The next meeting will take place on 8/10.