



Minutes: Golf Course Advisory Committee

12 October 2015

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on October 12, 2015 at 8:00AM with Ray White presiding in and as Chantel Wilder recording secretary.

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

Township Staff: Supervisors Annette Atkinson and Mike Dwyer, Pro-Shop Manager Don Henry, Whispering Pines Coordinator Erin Groome, Groundskeeper Bill Parr, Budget and Finance Manager Ray Wolfe (not present), and Digital and Operations Projects Manager Steven Natiello.

Community Members: Resident and Planning Commission Member Mark Oney

Meeting called to order at 8:17am

Minutes and Agenda

- Ray White made a motion to accept the minutes. Mike Sweeney seconded the motion.
- Motion passed 5-0.

Whispering Pines. Erin Groome

- So far there are 30 events booked for 2015, with calls still coming in for December. There are 4 are booked early for 2016.
- A new utility cart should be arriving today or tomorrow.
- Most of the work downstairs is done; a few small tasks remaining.
- There is no propane going to the fireplace. Erin can't find a cutoff switch, and servicepeople who did the inspection were unable to help.
- Ray asked about replacing the chairs; Mike Dwyer said that replacement chairs are in the budget for next year.
- The broken doors are fixed.

New Year's Eve. Ray White

- Ray White has begun contacting the vendors from last year.
- Ray White volunteered to help with preparations as much as he can until December, when he will be unavailable.
- Local restaurant owner Lou Mignosi of Pub570 offered to advertise the New Year's Eve event on his website.

Pro Shop. Don Henry

- Don Henry met with Cutterbuck, a former vendor for the Pro Shop. Cutterbuck used to supply the shop but had become unresponsive by the time Don began working the Pro Shop. In communicating with them now, Don discovered that previous board hadn't paid outstanding bills to Cutterbuck. Cutterbuck's pricing is comparable to current pricing.
- A golf outing was added to the calendar, and the ESU outing was moved to November.

- The current fleet of carts will be picked up after Thanksgiving. New carts will be delivered in March based on contract.
- The recent ad with Group Golfer sold 488 items and is valid until June 2016.
- Membership info is already being publicized in the Pro Shop.
- Don described trends: Revenue is up 6%. Merchandise is up 26%. Food and beverage is up 6%. Rounds are up 17%. There are 5 golf outings booked early for 2016, and all the major outings have expressed their interest in returning.
- Kevin Dixon will send out a letter to charities regarding charitable golf tournaments at CCP Golf.
- There have been 37 golf outings this year.

Marketing. Steven Natiello

- October rates are currently being advertised with Fall photos from last year in the following areas:
 - Website Banner
 - Website Post / Dedicated Page
 - Facebook Cover
 - Facebook Posts
 - Twitter Posts
 - Pro Shop
- An email blast will go out regarding October Rates.
- Membership rates have been updated on the website.
 - An email blast and all of the above media will be created for membership advertising.
- November Rates will be advertised shortly thereafter.

The committee took a moment to appreciate the Sweeneys' hard work grooming and improving the appearance of the clubhouse area.

New business:

- *n/a*

Correspondence:

- Planning Commission member and Middle Smithfield resident Mark Oney introduced himself to the Golf Committee and commended the committee for their work to bolster the course.

Meeting Adjourned at 8:18am

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

The next meeting will take place at 8:30 at the Whispering Pines.