



## Minutes: Golf Course Advisory Committee

13 April 2014

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on April 13<sup>th</sup>, 2015 at 8:00AM with Craig Wetherbee presiding in Ray White's absence and Steven Natiello as recording secretary in Amy Majani's absence.

Board Members: Craig Wetherbee, Mike Sweeney, Pro Shop Manager Don Henry  
Township Staff: Supervisor Annette Atkinson, Supervisor Mike Dwyer, Pro Shop Manager Don Henry, Whispering Pines Coordinator Erin Groome, Groundskeeper Bill Parr, Budget and Finance Manager Ray Wolfe, Digital and Operations Projects Coordinator Steven Natiello

### Meeting called to order at 8:04am

#### Minutes and Agenda

- Change to previous meeting minutes: Don Henry has not yet ordered scorecards.
- Don Henry made a motion to accept minutes with change. Craig Wetherbee seconded the motion. Motion passed 3-0.

#### Whispering Pines. Erin Groome

- 19 Whispering Pines events and 24 golf events have been booked.
- No liquor license update.
  - The Township Secretary Michele Clewell will call Frank Brewer and inquire about status.

#### Pro Shop. Don Henry

- Overall a good weekend.
  - There was rain on opening day; 20 rounds
  - 57 rounds on Saturday
  - 95 rounds on Sunday
- There was a delay opening on Sunday, which set the entire schedule back and caused a cart shortage midday.
- Stay and Play:
  - Budget Inn has returned for the second year.
  - Camelback is uncertain; Don will be in touch.
- There are multiple new members already signed up, plus several more pending.
- Club card ad went out in CCP Sewer bills mailing..
- Don discussed issues with tracking but there is a positive outlook on numbers
- Front 9 was closed.
- There are some staffing challenges. Don will ask Michele to run an ad for a cart person.
- John is giving lessons already: chipping and putting takes place at CCP, while driving takes place at a partner location.
- Bill Parr did a great job fixing up the damage done at the 13th hole by an ATV. There have been compliments from golfers, and the committee was overall impressed with the quality of the repairs.
- GolfNow - can now track rounds more specifically. There have been some challenges related to the system and pending training; Don is in touch with our GolfNow contact.
  - One issue is that internal email blasts are still limited to 100 contacts.

#### Grounds. Bill Parr

- Bill explained in detail the work that was done on the 13<sup>th</sup> hole. There is still some work remaining, but the pictures brought in by Bill show that tremendous improvements have been made to repair the damage done.
  - There was a discussion about how to prevent people from causing this sort of damage. A trail camera was suggested and ultimately dismissed due to inability to ID helmeted riders.
- Bill needs more seasonal employees.

#### **Whispering Pines**

- There was a discussion about who can perform various Whispering Pines duties.
  - Mike said that the cart kids can help out setting up and breaking down in the Whispering Pines.
  - John is now well acquainted with Whispering Pines and should be able to show the building to prospective renters.

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

- The course is on-budget, and ahead on membership
  - Ray received a check from Group Golfer for \$5700, all prepaid rounds.
- The good opening weekend suggests a strong outlook.
- There was a question about the reporting of the new Golf Club Card, and Ray confirmed that Golf Club Card financials will be broken down and reviewable.

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

- The banner over 209 went up on Friday and will be up for the next week.
- The new Golf Club Card advertisement is now on display in the carts.
- Tee Marker Advertisements for upcoming golf tournaments are up and ready for use. Steven will make updates for::
  - Tall cedars
  - Mady's Angels

#### **Scorecards. Don Henry**

- John Andrews went out last week to solicit advertising for the scorecard.
- Don will follow up with remaining local businesses to solicit advertising for the scorecard.

#### **New Charity Events. Annette Atkinson**

- Amy Majani recently sent out letters to solicit charity events. So far, Pocono Wildlife Rehabilitation has been the first to respond and will hold an event later this year. Annette will meet with Amy and Steven to work out next steps.

#### **Golf Course Reviews.**

- Steven will pick most important sites for members and golf committee members to place reviews of the course.

#### **Landscaping. Mike Sweeney**

- Mike Sweeney and his wife Jill would like to volunteer to help landscape and groom the area around the clubhouse.

#### **Trash Pickup.**

- Craig Wetherbee asked if there was anyone picking up trash. Don usually sends the cart kids, and Erin Groome checks the dumpster area when she is able.

#### **Mike Sweeney made a motion to adjourn. John Smith seconded the motion. Motion passed 4-0.**