



Minutes: Golf Course Advisory Committee

9 October 2017

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on October 9, 2017 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, Craig Wetherbee, Mike Sweeney, Mike Yesunas.

Township Staff: Township Supervisors Annette Atkinson and Mark Oney, Pro-Shop Manager Kevin Dixon, Banquet Hall Coordinator Chris Rain Golf Committee Liaison Holly Freese.

Meeting called to order at 8:34 by Craig Wetherbee

Minutes and Agenda

- A motion to accept the minutes was made by Mark Oney, Seconded by Ray White. Motion passed 4-0

Grounds- Kevin Dixon

- The front 9 holes were aerated the first week in October and the back 9 holes will be done the second week of October, weather depending.

Whispering Pines—Chris Rain

- Bookings picked up at the end of September/beginning of October.
- 64 events for the year
- Someone looked at the kitchen equipment to see what is functioning and how much it would cost for repairs.

Pro Shop—Kevin Dixon

- Number of rounds were better in September.
- Number of rounds are down 5.6%
- Golf Course Revenue is up 3.77%
- Merchandise revenue is down 21%
- Food and Beverage revenue is up 82%
- Total Revenue is up 14%
- Marshalls Creek Fire Company and Wounded Warrior golf tournaments both had over 100 golfers. Council of Government and Lehigh Valley Quarter Midget Racing Club both had approx. 50 golfers.

Financials—

- No report

Marketing

- Currently marketing \$25 golf and 2018 memberships
- Big push for the Brodhead Watershed Golf Tournament.
- North V. South golf tournament was cancelled, only 17 golfers.

Old Business:

- NA

New business:

- NA

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:03 am seconded by Ray White
Motion passed 4-0

The next meeting will be held on November 13th at 8:30 am at Whispering Pines.