

Minutes: Golf Course Advisory Committee

10 October 2016

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on October 10, 2016 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, John Smith, Craig Wetherbee, Don Henry & Mike Sweeney
Township Staff: Supervisor, Mike Dwyer, Annette Atkinson, Mark Oney, Pro-Shop Manager Kevin Dixon, Township Liaison Holly Freese, Banquet Hall Coordinator Chris Rain, Groundskeeper Bill Parr.

Meeting called to order at 8:35 am by Ray White

Minutes and Agenda

- A motion to accept the minutes was made by Ray White, Seconded by Mike Sweeney. Motion passed 5-0

Grounds- Bill Parr

- Greens have been aerated.
- Working on blowing out the irrigation system.
- Course is in good condition.

Whispering Pines—Chris Rain

- 51 total hall rentals for non-golf events for 2016, which is an increase of 60% over last year
- No more Saturdays available for 2016

Pro Shop—Kevin Dixon

- Up 12.52% (1,199) rounds year-to-date
- Up 5.46% (\$11,797) in golf revenue year-to-date
- Up 53.50% (\$4,727) in merchandise revenue year-to-date
- Up 52.83% (15,195) in food and beverage revenue year-to-date
- Up 12.50% (31,721) in total revenue year-to-date

Financials—Mike Dwyer for Ray Wolfe

- Ahead of budget
- Ahead of last year
- Last installment for the cart least is due soon

Marketing

- 2017 memberships need to be promoted ASAP
 - Rack cards are due to arrive this week. They arrived too late to be stuffed into CCP sewer bills.
- Membership Marketing (try to gain members)
 - For/by this Saturday 10/15:
 - Rack Cards
 - Use Rack Card PDF as an email blast to CCP prior to Saturday to remind about 10/15 outing

- Golf Committee to call their friends; they will also schedule a Robocall
 - CART CARDS: Is there something we can put in the carts that is fun?
 - Going forward:
 - up on ccpPAgolf.com website
 - up on mst.com (on the golf committee page)
 - CCP and MST FB pages
 - Email blast to:
 - The lists we bought
 - The lists we have from Groupgolfer and what Kevin has been collecting
 - **Golf Committee should solicit from within their communities, as well as solicit tournaments for 2017 via any other boards, commissions or clubs they are involved with**
- \$25 November Marketing beginning soon
- Don Henry suggested a POP program (pay one price) for the day (idea some other golf courses are trying). We can try POP on our slowest day of the week, and see how it goes.
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Old Business:

- CCP North vs South golf tournament will be Oct. 15th
Saturday 10/15:
 - Golf Committee should show up early. Time TBD on Friday at 4pm.
 - 1:45pm registration
 - 15 minute talk prior to Start
 - 2pm start (but really more like 2:15p)
 - 5pm food and second presentation
 - Raffle prize for golfers.....MST to think what to give
 - Raffle prize for non-golfers...Jill Sweeney to donate basket of cheer
 - Jill & Mike Sweeney conducting a one hour golf clinic starting at 2pm
 - 47 golfers registered, of which
 - 15 are either golf committee members or already CCP members
 - Of the remaining 32, some were members in the past
 - Pub 570 is providing refreshments
 - **Jill Sweeney is taking care of plants and decorations as well as providing prize for non-golfers** Mike and Jill Sweeney are holding an hour-long clinic for new golfers during the tournament
 - Final meeting for the tournament will be on 10/14 at 4 pm
- Craig Wetherbee commented that the letter the BOS sent was ill-conceived and negative

New business:

Questions:

- Did Cherry Valley sell? Annette noted that Cherry Valley Golf Course is on the verge of being sold, either to a developer or the Nature Conservancy, a national 501c3, who will turn it over to the US Fish and Wildlife Service to add to the National Wildlife Refuge System – which would become a part of the Cherry Valley National Wildlife Range in Saylorsburg. Bill Parr said that Gene Percaduci only intends to operate the course one more year.
- Is DWG for sale?

Sale of Golf Course:

- The appraiser will be coming on 10/21 to meet with the committee and present his report.
Note: Since the 10/10 golf meeting, Ray White informed us he could not attend 10/21; a new date and time is being sought.

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:34 am

The meeting scheduled for 10/24 has been cancelled. The next meeting will be held on 11/14 at Whispering Pines.