



Minutes: Golf Course Advisory Committee

8 October 2018

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on October 8, 2018 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, John Smith, Craig Wetherbee, Mike Sweeney, Mike Yesunas

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

Meeting called to order at 8:32 by Ray White

Minutes and Agenda

- A motion to accept the minutes was made by John Smith, Seconded by Craig Wetherbee. Motion passed 5-0.

Grounds- Kevin Dixon for Bill Parr

- Course is still extremely wet and needs to dry out.
- Beginning of October started aerating the front 9.

Whispering Pines—Chris Rain

- 59 events year-to-date—a little behind this time last year.
- There was a rush in September with some tentative dates but no contracts yet.
- Leak in the kitchen was caused by the AC and has been fixed.

Pro Shop—Kevin Dixon

- Rounds were down 14% in the month of September.
- Beverage Cart sales are down 18% year-to-date
- Overall Revenue is down 17% year-to-date.
- Rain has hampered play tremendously this summer.
- Even free golf (Cat Country Card) is down 93 rounds, and just as many cards were sold as last year.
- Down approx. \$300 in merchandise because there is no traffic in the pro shop due to people not golfing in the rain.
- There were 3 golf tournaments in the month of September- all with 100+ golfers.

Financials—Ray Wolfe (Absent)

- No update

Marketing

- \$25 all October long, since aerating started at the beginning of the month.
- Analytics report remains consistent with pro shop numbers— due to weather people aren't golfing and so people aren't visiting the website.
 - Users down 19%
 - New users down 21%
 - Sessions are down 13%
 - Visits to the tee times page are down .51%
 - Visits to the rates page is up 6%
 - 74% are new visitors

Old Business:

- NA

New business:

- Adopt a family for the holidays- Ray White stated that he is excited to participate this year and is a worthwhile thing. Holly Freese will update the committee once she gets the list from Monroe County Head Start.
- 2019 Memberships- Will wait until supervisors are present— tabled until the next meeting.

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 8:56 am seconded by Mike Yesunas. Motion passed 5-0

The next meeting will be held on November 9th at 8:30 am at the Township Building.

