



## Minutes: Golf Course Advisory Committee

13 November 2017

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on November 13, 2017 at 8:30 AM with Mike Sweeney presiding and with Holly Freese as recording secretary.

Committee Members: Mike Sweeney, Mike Yesunas. John Smith

Township Staff: Pro-Shop Manager Kevin Dixon, Banquet Hall Coordinator Chris Rain, Golf Committee Liaison Holly Freese, Groundskeeper Bill Parr

### **Meeting called to order at 8:35 by Mike Sweeney**

#### **Minutes and Agenda**

- A motion to accept the minutes was made by Mike Sweeney, Seconded by Mike Yesunas. Motion passed 3-0

#### **Grounds- Bill Parr**

- The grounds are in good shape, rainy season helped.
- Still working on cutting the wetlands, going to try to finish this winter (weather depending)
- Working on clearing out some trees

#### **Whispering Pines—Chris Rain**

- 61 events total for 2017. This number is down from last meeting due to trivia being cancelled because Wintergreen's renovation was postponed.
- There are a few tentative events for the end of year that need to be confirmed that aren't on the report.
- After review of kitchen equipment, everything appears to be functioning (could not test deep fryer or steam tray)

#### **Pro Shop—Kevin Dixon**

- October was a decent month with 5 groups of 16+ golfers.
- Still off by 1,200 rounds for the year due to a rainy season
- The pro shop is going to need a new and up-to-date computer program soon and will also need new card readers that are compatible with new chip cards.
- Projected closing date for the season is Sunday, November 26 (Thanksgiving Weekend)
- Currently offering 40% off merchandise

- Rounds are down 3.47% Year-to-date
- Golf Course Revenue is down 10.90% year-to-date
- Merchandise sales are down 29.64% year-to-date
- Food & Beverage sales are up 5.93% year-to-date
- Total Revenue is down 9.81% year-to-date

#### **Financials—**

- No report

#### **Marketing**

- Final push for \$25 golf for end of season
- Will continue to market 2018 memberships over the winter
- American Express Ad- free ad. Advertising 6 rounds of golf for \$240. Promotion will run until December 31.

#### **Old Business:**

- North vs. South golf tournament was cancelled after lack of participation again. Will try to push at beginning of season next year.

#### **New business:**

- Middle Smithfield Township Person of the Year and Volunteer Appreciation Banquet is Friday November 17<sup>th</sup> at 7 pm at the Whispering Pines Banquet Hall. All of the Golf Committee is invited to attend.

#### **Meeting Adjourned**

- Mike Sweeney made a motion to adjourn the meeting at 8:54 am seconded by John Smith. Motion passed 3-0

The next meeting will be held on December 11th at 8:30 am at the Middle Smithfield Township building.