



Minutes: Golf Course Advisory Committee

9 November 2018

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on November 9, 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 Mike Dwyer, Annette Atkinson and Mark Oney, Pro Shop Manager Kevin Dixon, Golf Committee Liaison Holly Freese, Banquet Hall Manager Chris Rain.

Meeting called to order at 8:39 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- Kevin Dixon for Bill Parr

- Aeration was challenging because of how wet the course was and how badly the rain has affected the greens. Most of the greens are okay going into winter, holes 2 and 5 are very poor and there is some damage on 9.
- Was hoping to re-sod tees
- Fairways are good going into winter
- Leaf collection has been difficult in the wet weather with getting the machine on the course.
- Forecast not favorable for getting the course shut down in good shape.

Whispering Pines—Chris Rain

- 68 events total for 2018—the most events ever scheduled.
- The carpets and the kitchen floor have been cleaned.
- There is a sprinkler leak somewhere that hasn't been located.
- There is a lot of interest for 2019 already and 2 calls for 2020.

Pro Shop—Kevin Dixon

- 101 rain days for the season with over 50 inches of rain (compared to 34 inches last year)

- The amount of rain and the course being cart path only has affected play.
- In October rounds were down 30%, merchandise was down 18%, food and beverage was down 11%.
- Year-to-date rounds are down 17%, which is also the area average this year.
- Offering 40% off shirts and 30% off outerwear in the pro-shop.

Financials—Mike Dwyer for Ray Wolfe

- This year is only the second year this administration has seen a \$200,000 loss. Year-to-date at -\$197,000. Expecting to end at -\$220,000. The proposed budget for 2019 will be \$221,000.
- Biggest drivers are memberships, building expenses & the golf cart lease.
- In 2019 the board will be spending approximately \$400,000 on bridges on Big Ridge—adding that the entrance to CCP- South may be moved to Sellersville until a permanent fix can be made.
- There will be no tax increase in 2019.

Marketing

- Weather has not been our friend, and the website numbers mirroring the pro-shop numbers.
 - Year-to-date Down 14% in total page views, down 4% in number of users, down 2% in number of new users, down 6% in number of sessions.
 - New users still make up 79% of our website visitors
 - 79% of all users are still using a desktop.
 - Will continue marketing \$25 golf when weather allows until the course closes.

Old Business:

- NA

New business:

- **2019 Memberships-** Mike Yesunas thinks the rate is fine. The declining numbers has a lot to do with the age of the members. He suggested trying to attract golfers in the 40-50 age range to grow our base and possibly keep members longer. He also added that we don't have a member base large enough to attract new people. Another issue is

that people don't want to golf at the same place anymore, they want to travel around and golf at multiple courses, which echoes the national and regional trend. Need to figure out what the other courses hooks are. Ray White suggested having a membership meeting in December to think of ways to attract new members.

- **LERTA-** The Board of Supervisors will hold a public hearing on Nov. 15th in order to add the 320 acres in CCP to the LERTA zone in order to attract a buyer. Ray White made a motion to have a letter of support written from the golf committee, Mike Sweeney seconded and all were in favor. Craig Wetherbee will write the letter. Annette Atkinson invited the committee to attend the public hearing. Mike Yesunas added that this is a smart move on the Board's part because buyers need incentives.

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:35 am seconded by Mike Sweeney. Motion passed 5-0

The next meeting will be held on December 10th at 8:30 am at the Township Building.