



Minutes: Golf Course Advisory Committee

12 December 2016

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on December 12, 2016 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
Township Staff: Supervisor, Mike Dwyer, Annette Atkinson, Mark Oney, Pro-Shop Manager Kevin Dixon, Township Liaison Holly Freese, Banquet Hall Coordinator Chris Rain, Financial Manager Ray Wolfe.

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 4-0

Grounds- Kevin Dixon for Bill Parr

- The course is closed for the season. The flags are all down and the holes are plugged.
- There are 25 carts left to be stored for the winter.

Whispering Pines—Chris Rain

- There are 17 events booked for 2017 so far
- There have been 50 total events this year, with approx. 5,100 people in attendance
- There are some small repairs that need to be made over the winter
 - Rotting exterior door
 - Ventilation
 - Leaky spigots
- Ray White suggested purchasing a carpet cleaner for spot cleaning the banquet hall after events.
- Chris Rain will do a complete breakdown of events by event type once the year is over.

Pro Shop—Kevin Dixon

- Rounds were down in November due to weather. Was between 5-10 degrees colder than November 2015 with more frost/precipitation.
- Total golf course revenue for November is down 3.44%
- Total number of rounds is up 6.46% year to date
- Merchandise sales are up 51.95% year to date
- Food and beverage sales are up 48.44% year to date
- Total revenue is up 4.08% year to date
- There were 41 group golf outings with 16 or more golfers in 2016

- Merchandise is almost cleared out of the pro-shop, only a few shirts left.

Financials—Mike Dwyer for Ray Wolfe

- Ahead of budget
- Ahead of last year
- 2 more payrolls left to close out the year
- Propane was half of what was spent last year.

Marketing

- With only 5 members for 2017, discussion on how to promote new member acquisition:
 - Discount for early purchase or:
 - “Best value in the Poconos” and push the payment plan (e.g., “for less than \$100 a month during golf season . . . “
- Mike Dwyer suggested partnering with Local Businesses and working with the EDC to create a reciprocated deal to push business to both the course and other local businesses
 - “\$10 off 1 round at CCP” cards at registers of participating businesses, “10% off at *participating restaurant*” when the pay for round at CCP.

Old Business:

- Cherry Valley golf course did sell and is now a wildlife sanctuary

New business:

- Mike Dwyer presented the proposed 2017 budget to the golf committee that was presented to the public on 12/1 and distributed copies of the Treasurer’s letter.

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:23 am

Editor’s Note: The October 24th as well as the November meetings (11/14 and 11/28) were cancelled.

The township will be closed on December 26th, there will be no golf meeting.

The next meeting will be held on January 9th at 8:30 am at the township building.