



Minutes: Golf Course Advisory Committee

8 May 2017

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

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

Township Staff: Supervisors Mike Dwyer, Pro-Shop Manager Kevin Dixon, Township Liaison Holly Freese, Banquet Hall Coordinator Chris Rain,

Groundskeeper Bill Parr, Intern Mia Gaeta

Meeting called to order at 8:31 am by Ray White

Minutes and Agenda

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

Grounds- Bill Parr

- Aeration is finished
- In order to bury the sprinkler line, concrete will have to be cut up.
- Will use patch kit to fill holes in cart path that need repair

Whispering Pines—Chris Rain

- There are 49 rentals scheduled for 2017, last year didn't hit 49 until August.

Pro Shop—Kevin Dixon

- 70 golfers at Mady's Angels Golf Tournament—their largest tournament yet.
 - About \$250 in beverage cart sales
- Surprise birthday party on Saturday brought in \$735 at the bar
- Looking to offer a clinic for people in CCP to gain interest in golf. 10-12 people asked for information at the Restaurant Week Kickoff Event.
- Merchandise is still coming in, including new embroidered shirts.
- Want to start looking at expanding to other caterers for events and golf tournaments.
- Last month's golf numbers are down due to the snow storm and poor weather.
- Number of rounds is down 14%
- Golf Course Revenue is up 22%
- Merchandise sales are down 23%
- Food and beverage sales are up 49%

- Total revenue is up 23%
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Financials—Ray Wolfe

- Ray Wolfe absent—no updates.

Marketing

- Beginning to market for Memorial Day and Father’s Day Golf
- “Review Us” people will have the option to review the golf course at CCP via a review card or online (yelp, google, trip advisor, facebook...) and be entered at the end of each month to win a free round of golf.

Old Business:

- NA

New business:

- Begin thinking about creating materials for organizations about how much money they can bring in with a golf tournament. Create rack cards, etc. with numbers for distribution. Would be a good thing to send out next year with the charity letters.
- Begin offering a 9-hole golf tournament for smaller groups and functions.

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:13 am seconded by Don Henry. Motion passed 5-0

The next meeting will be held on June 12th at 8:30 am at Whispering Pines.

Respectfully Submitted,

Holly Freese
Golf Committee Liaison