



Minutes: Golf Course Advisory Committee

June 10, 2019

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on June 10, 2019 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

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

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

Meeting called to order at 8:36 am by Ray White

Minutes and Agenda

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

Grounds- Kevin Dixon and Mark Oney for Bill Parr

- Soil samples were tested and it came back that the wrong chemical was applied to the greens. The grounds crew is currently working on skimming the tops off of holes 17 & 18 and the putting green and will re-sod this week. After they are re-sodded the front will be closed and will be reseeded which will take about 14 days to germinate. Hopefully the course will be normal within a month or so. Golfers will play 9-18 twice for an 18-hole round. Mike Yesunas volunteered his time to help the grounds crew.

Whispering Pines—Chris Rain

- A little behind last year, but there are 3 tentative events on the schedule.
- There is an issue with the air conditioning in the dining room, but are waiting on quotes to fix it.

Pro Shop—Kevin Dixon

- Despite the rain, May numbers were up 1%.
- Revenue was down for the month due to lowering the fees due to the greens issues.
- Merchandise revenue was up 70% partially due to the sale of Bridgestone golf balls after a closeout sale they were having.

- Food and Beverage is down \$800 for the month.

Financials—Mark Oney

- The course is still ahead of budget for the month of May.

Marketing

- Marketing has been put on hold until the greens are fixed. The main focus will be Father's Day Golf for now, which is a \$50 gift certificate for \$35.
- Group golfer promotion this past month and received a check from them for over \$3,000.

Old Business:

- None

New business:

- Members are upset about the condition of the course and are asking for refunds or accommodations. Kevin Dixon said Mike Yesunas figured out some numbers about how many rounds they would have to play to equal out the expense of the membership. They would have to play 100+ rounds a year with the current rates and the course being the way it is. Mike Yesunas suggested offering 50% off 2020 memberships for all current members instead of offering refunds.
- Harkers Hollow Membership Promotion—Offering \$149 for 3 years, no golf before 11 am and a \$25 cart fee every rounds. They have over 600 members with this deal. Ray White stated that we don't have enough information about this deal to be able to base anything off of it. John Smith said we will find out more information for the next meeting. Kevin Dixon found information online that it is \$49 a year + \$10 per year admin fee but it doesn't give any information about what you get with it.
- Ray White stated that a few meetings should be committed to the financials of the course and what to do for the next season.

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:25 am, seconded by John Smith. Motion passed 5-0.

The next meeting will be held on July 8th at 8:30 am at the Whispering Pines Banquet Hall.