



Minutes: Golf Course Advisory Committee

12 June 2017

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on June 12, 2017 at 8:30 AM with Craig Wetherbee presiding and with Holly Freese as recording secretary.

Committee Members: Don Henry, Craig Wetherbee, Mike Sweeney, John Smith
Township Staff: Pro-Shop Manager Kevin Dixon, Township Liaison Holly Freese, Banquet Hall Coordinator Chris Rain, Groundskeeper Bill Parr, Budget and Finance Manager Ray Wolfe

Meeting called to order at 8:34 am by Craig Wetherbee

Minutes and Agenda

- A motion to accept the minutes was made by John Smith, Seconded by Don Henry. Motion passed 4-0

Grounds- Bill Parr

- Grounds are in good shape and irrigation system hasn't been needed due to the rain.
- A few new employees for grounds have been hired.

Whispering Pines—Chris Rain

- There are 2 new events on the schedule
- 51 events for 2017 total, tied with last year for number of events.

Pro Shop—Kevin Dixon

- Numbers were down in May due to poor weather.
 - Number of rounds down 32%
 - Golf Course Revenue down 38%
 - Merchandise Sales down 34%
 - Food and Beverage sales down 13%
 - Total Revenue down 34%
- Numbers for June are up so far
- Membership is up to 34 members
- 20 people have signed up for golf lessons so far. Kevin Dixon will be offering 2 separate clinics for \$50 per person.
- Memorial Day was bad and brought in no golfers due to rain and cold weather.
- Father's Day sale is going well. Selling a lot of gift certificates and is usually biggest sale of the year.

Financials—Ray Wolfe

- No major updates to report.
- On budget even with major repairs due to sprinkler leaks.

Marketing

- Actively marketing Father's Day Golf for the buy a \$60 gift certificate for \$35.
 - Banner up over 209
 - Email blasts sent to golf list
 - Facebook advertising, including boostable posts
 - Banner on CCP's website

Old Business:

- NA

New business:

- NA

Meeting Adjourned

- Craig Wetherbee made a motion to adjourn the meeting at 8:53 am seconded by Don Henry. Motion passed 4-0

The next meeting will be held on July 10th at 8:30 am at Whispering Pines.

Respectfully Submitted,

Holly Freese
Golf Committee Liaison