



## Minutes: Golf Course Advisory Committee

10 July 2017

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on July 10, 2017 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, Craig Wetherbee, Mike Sweeney.  
Township Staff: Township Supervisor Mike Dwyer, Pro-Shop Manager Kevin Dixon, Township Liaison Holly Freese, Banquet Hall Coordinator Chris Rain, Groundskeeper Bill Parr.

### **Meeting called to order at 8:33 by Ray White**

#### **Minutes and Agenda**

- A motion to accept the minutes was made by Craig Wetherbee, Seconded by Mike Sweeney. Motion passed 3-0

#### **Grounds- Bill Parr**

- Grounds are in good shape and irrigation system still hasn't been needed due to the rain.
- A little short staffed for the summer, but have been managing.
- Would like to clean up wetlands around some of the tees

#### **Whispering Pines—Chris Rain**

- No major updates. 1 new event for 2017 and 1 new event for 2018
- 52 events total for 2017

#### **Pro Shop—Kevin Dixon**

- Rounds are down 12% due to poor weather for about half of the season.
- Revenue is up 10% so far for the month of July.
- Total Revenue is up 4% so far for the month of July.
- Trending up for July so far because of good weather.
- Will cost \$345 to replace door for pro shop from Mesko Glass.
- North vs. South golf tournament will be on October 17<sup>th</sup>

#### **Financials—Mike Dwyer for Ray Wolfe**

- Ray Wolfe absent. No update to report.

#### **Marketing**

- Currently working on advertising for the Brodhead Watershed Association/Pocono Heritage Land Trust charity golf tournament on August 19<sup>th</sup>.
- Will be actively marketing good weather on weekends to help increase rounds.

**Old Business:**

- NA

**New business:**

- Don Henry has submitted his resignation letter. Mike Sweeney made a motion to accept the resignation, Ray White seconded. Motion passed 3-0. Vacant position will be advertised after accepted at the Board of Supervisors meeting on Thursday, July 13<sup>th</sup>.
- Start marketing 9-hole golf to try to attract more of a crowd who might not want to play full course. Holly Freese will work on creating a 9-hole card with map on the back to mark holes.

**Meeting Adjourned**

- Ray White made a motion to adjourn the meeting at 9:15 am seconded by Craig Wetherbee. Motion passed 3-0

The next meeting will be held on August 14<sup>th</sup> at 8:30 am at Whispering Pines.