



## **Minutes: Golf Course Advisory Committee**

**25 July 2016**

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on July 25, 2016 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

**Committee Members:** Ray White, John Smith, Mike Sweeney & Don Henry  
**Township Staff:** Supervisor Mike Dwyer, Pro-Shop Manager Kevin Dixon, Grounds Keeper Bill Parr, Whispering Pines Coordinator Chris Rain, Township Liaison Holly Freese, Intern Emily Hetu

**Meeting called to order at 8:32 am by Ray White**

### **Minutes and Agenda**

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

### **Grounds**

- Irrigation system is working, a lot of the sprinklers have been cleaned and the pumps are working.
- Struggling with heat and dry weather.
- Trying to find a diver to check the well wall and inlets.
- Okay with staffing for now.

### **Whispering Pines—Chris Rain**

- A last minute bridal shower was held on 7/24
- Bridal shower on 7/31
- Sweet 16 on 8/5
- Total of 48 hall rentals year-to-date
- 36 golf outings scheduled year-to-date

### **Pro Shop—Kevin Dixon**

- Up 7% on golf revenue year-to-date
- Up 17.5% in rounds year-to-date
- Up 51% on merchandise sales year-to-date
- Up 50% on food and beverage sales year-to-date
- Up 13% on total revenue
- Casaculinarian has a food truck serving as a halfway house on hole #10 on the weekends, starting on 7/22
  - CCP Golf made \$56 from them this past weekend.
- Knights of Columbus golf tournament was on 7/22
  - Had 63 golfers

### **Financials-- Ray Wolfe**

- Ray Wolfe was absent.

### **Marketing**

- Steven Natiello will continue providing online metrics for golf website. He will also work on utilizing Google Ad Words and search engine optimization.
- Next big marketing campaign is Labor Day.
- Will continue actively engaging and improving Facebook and web marketing.
- Golf Advisor is doing a promotion to increase course ratings starting on Aug. 1<sup>st</sup>
- Will assist Marshalls Creek Fire Company with promoting their upcoming golf tournament in September.

### **Old Business:**

- None

### **New business:**

- None

### **Sale of Golf Course:**

- Shaun Henry, the appraiser from Advantage Golf Advisors has received all the information he needs for his analysis.
- A conference call is scheduled with Mr. Henry and the Board of Supervisors for 7/25

### **Meeting Adjourned**

• Ray White made a motion to adjourn the meeting at 8:53 am, seconded by John Smith. The motion passed 4-0

The next meeting will take place on August 8 at 8:30am at Whispering Pines.