



## Minutes: Golf Course Advisory Committee

13 August 2018

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on August 13, 2018 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, Mike Yesunas, John Smith, Craig Wetherbee  
Township Staff: Township Supervisors Annette Atkinson, and Mark Oney, Pro Shop Manager Kevin Dixon, Golf Committee Liaison Holly Freese,

Groundskeeper Bill Parr, Banquet Hall Manager Chris Rain

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

#### **Minutes and Agenda**

- A motion to accept the minutes was made by Mike Yesunas, Seconded by Craig Wetherbee. Motion passed 4-0.

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

- Having a lot of problems with the greens—Mower damage, algae and some disease from the rain.
- Needs aerification badly to help drain and dry out the course, but can't aerate until October unless the weather cooperates. Going to check the schedule to see if it's possible to do it at the end of August.

#### **Whispering Pines—Mike Dwyer for Chris Rain.**

- 53 events are currently scheduled, which is 1 more than this time last year.
- Fewer people have been using the bar this year, and the ones that do aren't spending nearly as much.

#### **Pro Shop—Kevin Dixon**

- Weather has been severely impacting play.
- Down 19% in golf course revenue year-to-date
- Down 25% in merchandise sales year-to-date
- Up \$2,400 in food and beverage year-to-date
- Down 12% in total revenue year-to-date
- Rounds are down 20% year-to-date
- Merchandise and total revenue are up for the month of August so far due to an outing.

- Friday Night Scramble event is going well. Averaging about 30 golfers per week and still doing food at Tom X Pub with happy hour pricing here at the bar and on the beverage cart.

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

- No update

### **Marketing**

- Web Analytics for July  
( July 1- July 31, compared to previous month)
  - Overview
    - 1,178 website views (up 5.75%)
    - 1,075 new users (up 5.60%)
    - 4,894 pageviews (up .74%)
    - New users made up 80.6% of users
  - Top Pages
    - Page views up .74% (4,894 total)
    - Home page- 1,703 views (up 4.86%)
    - Tee times- 857 (down 1.61%)
    - Rates- 428 views (down 12%)
    - About Us- 220 views (down 3%)
  - Referral Traffic- 11.18% of site traffic is from referrals, 33.73% of which are from the Pocono Mountains Visitors Bureau
  - Channels
    - Organic Search- 62% of users (up .14%)
    - Direct- 29% of users (up 22%)
    - Social- 1.59% of users (down 36%)
  - Tech
    - Desktop- 74% of users (up 3.55%)
    - Tablet- 16% of users (up 14%)
    - Mobile- 9.34% of users (up 10%)
  - Golf Blog
    - July 6<sup>th</sup> Blog post—18 visitors
    - July 20<sup>th</sup> Blog Post- 10 visitors

### **Old Business:**

- The Board of Supervisors has always been open about the intent to eventually sell the golf course. A few people have looked at the course.

**New business:**

- N/A

**Meeting Adjourned**

- Ray White made a motion to adjourn the meeting at 8:50 am seconded by Craig Wetherbee. Motion passed 4-0

The next meeting will be held on September 10<sup>th</sup> at 8:30 am at the Whispering Pines Banquet Hall.