



## Minutes: Golf Course Advisory Committee

14 August 2017

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on August 14, 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, Mark Oney and Annette Atkinson, 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 Mike Sweeney, Seconded by Ray White. Motion passed 3-0

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

- Grounds are in good shape, rain has been helping.
- Began cleaning up wetlands. Did what was able to be done with a skid steer, the rest will have to be done by hand.

#### **Whispering Pines—Chris Rain**

- No major updates. 3 new tentative events.
- New glassware and freezer has arrived.
- 52 total banquet hall rentals for 2017

#### **Pro Shop—Kevin Dixon**

- Rounds are down 2%
- Revenue is up 2%
- Merchandise is down 33%
- Food & Beverage is down 34%
- Total Revenue is down 5%
- Rain has impacted this month as well, but people are golfing when the weather is nice.

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

- Income is down, but expenses also remain down. On budget.

### **Marketing**

- Brodhead Watershed Golf Tournament has been postponed until October.
- Will be actively marketing good weather on weekends to help increase rounds.
- Labor Day Promotion- \$45 before 3 pm, Friday-Monday and get a free hot dog & drink
- 9- hole card: a new map won't be necessary for the 9 hole card, if the holes are being golfed in order.
- Begin working on 6-hole deal—6 holes, at 6 pm for \$18.

### **Old Business:**

- Accepted Don Henry's resignation, will need to advertise vacancy.
- Directional arrows on the road need to be repainted.

### **New business:**

- NA

### **Meeting Adjourned**

- Ray White made a motion to adjourn the meeting at 9:01 am seconded by Craig Wetherbee. Motion passed 3-0

The next meeting will be held on September 11<sup>th</sup> at 8:30 am at Whispering Pines.