



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

**22 August 2016**

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on August 22, 2016 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, John Smith, Craig Wetherbee & Mike Sweeney  
Township Staff: Supervisor Annette Atkinson, Mike Dwyer and Mark Oney, Pro-Shop Manager Kevin Dixon, Grounds Keeper Bill Parr, Township Liaison Holly Freese, Banquet Hall Coordinator Chris Rain.

**Meeting called to order at 8:36 am by Ray White**

### **Minutes and Agenda**

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

### **Grounds- Bill Parr**

- Started aerating tee boxes.

### **Whispering Pines—Chris Rain**

- There are 49 banquet hall rentals for 2016
- Up 20 from last year

### **Pro Shop—Kevin Dixon**

- Up 5% in golf revenue year-to-date
- Up 13% in rounds year-to-date
- Up 47% in merchandise sales year-to-date
- Up 50% in food and beverage sales year-to-date
- Up 11% in total revenue year-to-date

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

- \$15,000 ahead of budget.
- Up \$25,000 year-to-date
- Need to work on getting rid of inventory before the end of the year.
- HVAC unit costing \$25,000

### **Marketing**

- Labor Day—golf Friday, Saturday or Sunday, get 50% off Monday. Get a free logo ball while supplies last.
- Will continue actively engaging and improving Facebook and web marketing.
- Will assist Marshalls Creek Fire Company with promoting their upcoming golf tournament in September.
- Start promoting 2017 golf memberships ASAP, will have a golf membership meeting on 8/11/16

**Old Business:**

- Working on membership rates for 2017

**New business:**

- None

**Sale of Golf Course:**

- Waiting on report from Shaun Henry

**Meeting Adjourned**

- Ray White made a motion to adjourn the meeting at 9:00 am, seconded by John Smith. The motion passed 4-0

The next meeting will take place on September 12 at 8:30am at Whispering Pines.