



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

**8 August 2016**

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

Committee Members: Ray White, John Smith, Don Henry & Craig Wetherbee  
Township Staff: Supervisor Annette Atkinson, Pro-Shop Manager Kevin Dixon, Grounds Keeper Bill Parr, Township Liaison Holly Freese.

### **Meeting called to order at 8:34 am by Ray White**

#### **Minutes and Agenda**

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

#### **Grounds**

- Rain has helped with the grounds.
- Called the diver that Kevin Dixon recommended, but he wasn't insured for what he would be doing at the golf course.

#### **Whispering Pines—Chris Rain**

- Chris Rain was absent, an updated report for Whispering Pines was handed out to the committee.

#### **Pro Shop—Kevin Dixon**

- Up 9% in golf revenue year-to-date
- Up 43% in merchandise sales year-to-date
- Up 46% in food and beverage sales year-to-date
- Up 14.5% in total revenue year-to-date

#### **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.
- 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:**

- None

**New business:**

- None

**Sale of Golf Course:**

- After the conference call with the appraiser, Shaun Henry on 7/25, more year-to-date information was needed for a final analysis.

**Meeting Adjourned**

- Ray White made a motion to adjourn the meeting at 9:25 am, seconded by Don Henry. The motion passed 4-0

The next meeting will take place on August 22 at 8:30am at Whispering Pines.