



Minutes: Golf Course Advisory Committee

11 September 2017

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on September 11, 2017 at 8:30 AM with Craig Wetherbee presiding and with Chris Rain as recording secretary.

Committee Members: Craig Wetherbee, Mike Sweeney, John Smith.

Township Staff: Township Supervisor Mark Oney, Pro-Shop Manager Kevin Dixon, Banquet Hall Coordinator Chris Rain.

Meeting called to order at 8:39 by Craig Wetherbee

Minutes and Agenda

- A motion to accept the minutes was made by Craig Wetherbee, Seconded by Mike Sweeney. Motion passed 3-0

Grounds- Kevin Dixon

- Grounds are in good shape.
- There is some overgrowth on the paths and some growth creep on the greens.

Whispering Pines—Chris Rain

- 57 total banquet hall rentals for 2017.
- The drainage issues in the kitchen have been fixed and the grease trap was pumped.
- There is no hot water in the building as of the weekend of 9/9 – 9/10.

Pro Shop—Kevin Dixon

- Rounds are down 12.34% YTD
- Revenue is up 4.49% YTD
- Merchandise is down 31.37% YTD
- Food & Beverage is down 16.27% YTD
- Total Revenue is down 0.43% YTD
- There have been issues with the members playing too slowly and holding up the public. One group played a 5.5 hour round.

Financials—

- No report

Marketing

- Group Golfer is coming up in September
- There are 5 large outings scheduled for September.
- The fall special rates are being advertised on ESPN radio in the Lehigh Valley, and have been successful. Golfers mention the ads.
- Labor Day Promotion was not very successful.
- 6 holes, at 6 pm for \$18 plan still moving forward

Old Business:

- No news on replacing Don Henry.
- Kevin recommended reaching out to Mike Yesunes.
- The North vs. South Tournament is on October 7. Holly will make a flyer.

New business:

- NA

Meeting Adjourned

- Craig Wetherbee made a motion to adjourn the meeting at 9:13 am seconded by John Smith. Motion passed 3-0

The next meeting will be held on October 9th at 8:30 am at Whispering Pines.