



Minutes: Golf Course Advisory Committee

12 September 2016

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on September 12, 2016 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, John Smith, Craig Wetherbee, Don Henry & Mike Sweeney

Township Staff: Supervisor Annette Atkinson, Mike Dwyer, Pro-Shop Manager Kevin Dixon, Grounds Keeper Bill Parr, Township Liaison Holly Freese, Banquet Hall Coordinator Chris Rain.

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

Minutes and Agenda

- A motion to accept the minutes was made by Ray White, Seconded by Mike Sweeney. Motion passed 5-0

Grounds- Bill Parr

Course isn't in as good of shape as it was previously due to the extreme heat.

Whispering Pines—Chris Rain

- Number is down 1 from last meeting due to dates listed as TBD.
- 48 banquet hall rentals total for 2016

Pro Shop—Kevin Dixon

- Up 13% in rounds of golf year-to-date
- Up 5% in golf revenue year-to-date
- Up 63% in merchandise revenue year-to-date
- Up 51% in food and beverage revenue year-to-date
- Up 13% in total revenue year-to-date

Financials-- Ray Wolfe

- Ahead of budget
- Down on income due to memberships
- No big expenses coming out of the funds this month

Marketing

- Labor Day— no interest
- Will continue actively engaging and improving Facebook and web marketing.
- Continuously promoting the Marshalls Creek Fire Company golf tournament on 09/24
- Creating rack cards for the benefits of memberships to start promoting that before end of season

Old Business:

- CCP North vs South golf tournament will be Oct. 15th
 - Holly Freese will draft an invitation/flyer to send out to residents
- Membership rates
 - Cart packs of 30 for \$496
 - Single membership— \$850
 - Couple membership— \$1,050
 - Monthly payments will be accepted with a down payment, must be paid in full by end of the season
 - Unused carts will transfer over to the following season.

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 9:31 am, seconded by Don Henry. The motion passed 5-0

The next meeting will take place on September 26 at 8:30am at Whispering Pines.