



Minutes: Golf Course Advisory Committee

June 8, 2020

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on June 8, 2020 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary via Zoom.

Committee Members: Ray White, Craig Wetherbee, Mike Sweeney, Mike Yesunas

Township Staff: Township Supervisors Annette Atkinson, Mike Dwyer and Mark Oney, Pro Shop Manager Kevin Dixon, Maintenance Superintendent Bill Parr, Budget Manager Ray Wolfe, Banquet Hall Manager Chris Rain and Township Liaison Holly Freese.

Meeting called to order at 8:30 am by Ray White

Minutes and Agenda

- A motion to accept the minutes was made by Ray White. Seconded by Mike Sweeney. Motion passed 4-0.

Grounds—Bill Parr

- Grounds are in good shape. Bill Parr stated that the new employees have made a huge difference.
- Supervisor Annette Atkinson stated that Township Solicitor Michael Gaul was out on the course to see it and stated that the course is in great shape.

Whispering Pines—Chris Rain

- The event scheduled for June 13, 2020 was cancelled due to COVID-19. The next scheduled event is August 1, 2020.
- No other changes to report.

Pro Shop—Kevin Dixon

- Pro Shop opened on Wednesday, June 3, 2020. Merchandise sales are increasing due to the pro shop being open to customers.
- May was up 137% in revenue and 93% in rounds from May 2019. Made up for rounds lost in April due to COVID-19.
- Up 152% so far for the month of June compared to 2019. Up 82% compared to 2018. Kevin Dixon noted that this time last year the greens were bad.
- ESYA had a golf outing on June 6, 2020. The outing was done by tee times in a scramble

format. 72 golfers signed up and 62 participated. They made at least \$1,500, not including the 50/50 raffle and mulligans sold. They will return for a golf outing next year.

Financials—Ray Wolfe

- Over budget approximately \$40,000 through the month of May. A lot of the cost was for greens maintenance supplies.
- Greens fees and cart fees are over budget about \$4,000 for the month of May.
- Membership income is less than anticipated, but income is picking up.
- Mike Dwyer stated that even though numbers for the pro shop are up, because of COVID-19 and the delayed opening, more was spent on parts and maintenance than anticipated, so there were some heavy expenses that aren't going to level out until the end of the season.

Marketing- Holly Freese

- Will begin marketing Father's Day golf promotion after Kevin Dixon and Holly Freese finalize the promotion.
- Weekly email blasts going out to the Constant Contact golf list about weekend weather and upcoming events and promotions.
- Google Analytics are currently unavailable for the golf website due to technical issues. Analytics were removed when the website was updated and have recently been reinstalled. Analytics will be available at the June meeting after there has been enough time to gather numbers.

Old Business:

- Sale of the Golf Course- Township Solicitor Michael Gaul went out to see the course and is working on completing the necessary documents. Attorney Gaul and SBRE are working separately on documents to be approved at the Board of Supervisors meeting on Thursday, June 11, 2020.

New business:

- Mike Dwyer asked if tables could be set outside and on the greens for people to gather after outings now that outdoor dining is allowed. Chris Rain stated that only groups of 25 or less are allowed to gather in the yellow phase and should probably wait for the green phase. Mark Oney stated that Monroe County will most likely be in the green phase in a few weeks and should gear up for the instead. Mike Sweeney asked about

putting the tables in the reserved parking spaces for members or in the circle in front of the building instead of on the greens.

- Mark Oney stated that marketing should be done about Monroe County going to the green phase. He also stated that we should resume Friday Night Scrambles. Kevin Dixon stated that Friday Night Scrambles will most likely start up in two weeks, and marketing will begin soon.

Public Comment:

- None

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 8:54 am seconded by Mike Sweeney. Motion passed 4-0.

The next meeting will be held on July 13, 2020 at 8:30 am. Location to be announced.

Respectfully Submitted,

Holly Freese
Recording Secretary