



Minutes: Golf Course Advisory Committee

July 13, 2020

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on July 13, 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, John Smith

Township Staff: Township Supervisors Annette Atkinson, Mike Dwyer and Mark Oney, Pro Shop Manager Kevin Dixon, Maintenance Superintendent Bill Parr, 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 John Smith. Motion passed 5-0.

Grounds—Bill Parr

- Grounds are in good shape. Struggling slightly with irrigation and dry weather, but otherwise doing well.

Whispering Pines—Chris Rain

- All non-golf events have been cancelled for 2020 due to COVID-19. Reservations wont be accepted until the end of the year.

Pro Shop—Kevin Dixon

- 161 rounds on July 3, 2020 which is a record.
- 917 rounds month-to-date, compared to 318 in 2019 and 719 in 2018.
- Currently at 4,360 rounds with is up 28% from 2018. Not comparing to 2019 due to issues with the greens.
- Food and Beverage numbers are down due to the banquet hall not being used.
- The air conditioner in the pro shop is currently not working. Kevin Dixon will be looking at a portable air conditioner for the time being until the one in the pro shop can be repaired. Chris Rain stated that he is waiting for repair quotes from different vendors.
- Friday Night Scrambles are doing well when the weather is decent. Now grilling on the deck to provide food to golfers after the scramble.

- Ray White asked if the beverage cart is out during the week. Kevin Dixon stated that the cart hasn't been out during the week because it doesn't bring in a lot. It is out Friday-Sunday.
- The Boy Scout golf outing did not happen in June due to COVID-19. The ESU golf outing scheduled for July 18, 2020 is still happening with bagged food in place of the banquet.

Financials—Ray Wolfe

- No update. Only significant expenses are the air conditioning repair and parts that needed to be ordered to fix an irrigation problem.
- Income is up.

Marketing- Holly Freese

- There were 2.8 thousand visitors to the website for the month of June, which is up 93.5%. New Users made up 78% of visitors on the website. The top pages on the website were: Home page (9,325 views), Tee Times (6,679 views), Rates (1,218 views).
- Supervisor Annette Atkinson asked if contact information for new golfers was being collected. Kevin Dixon said yes. Annette Atkinson asked if a discount could be given to people who leave a review. Kevin Dixon doesn't want to discount rates if people are willing to pay full rack rate. Will discuss ways to get reviews.

Old Business:

- Sale of the Golf Course- Still with CBRE and the Township solicitor. Will hopefully go out in the Fall.

New business:

- Walkers & joggers on the course- The Township should send something out to the residents of CCP to let them know that there should not be walkers and joggers on the cart path while people are golfing between 8 am- 7 pm. Signs should also be posted on the golf course.
- Annette Atkinson asked if there are still problems with dogs on the course. Kevin Dixon said not anymore.
- Ray White asked if there was any damage on the course from people setting off fireworks during the 4th of July. Bill Parr said that there was some debris on the course, but no damage.

Public Comment:

- None

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:02 am seconded by Mike Sweeney. Motion passed 5-0.

The next meeting will be held on August 10, 2020 at 8:30 am. Location to be announced.

Respectfully Submitted,

Holly Freese
Recording Secretary