



## Minutes: Golf Course Advisory Committee

August 10, 2020

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on August 10, 2020 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary via Zoom.

Committee Members: Ray White, 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 correction to the minutes was made- 161 record rounds was from one day (July 3, 2020) not the weekend of July 11, 2020.
- A motion to accept the minutes was made by John Smith. Seconded by Mike Sweeney. Motion passed 4-0.

#### **Grounds—Bill Parr**

- July wasn't a great month due to heat and humidity; isolated thunderstorms also made irrigation difficult; 2.9 million gallons of water was used for irrigation. The course also had some disease, which is getting better. There was some mower damage on some of the greens. Bank grass usually shows up in August but showed up early in August. This was verticut, but resulted in some scalp cuts. Rain over the past week helped and things came back nicely. Tees are currently the worst part of the course—will begin slit seeding tees next week depending on the weather. Mike Dwyer asked if we still had Great Bears Slit Seeder. Bill Parr said yes, and it is what is being used.

#### **Whispering Pines—Chris Rain**

- Chris Rain sent a report to committee members—no change from last month. Still no events for the remainder of 2020.
- Air conditioner in the small dining room is now fixed, expecting the compressor for the air conditioner in the pro shop to be delivered some time this week to fix the air conditioner.
- New ice machine should be in this week.

### **Pro Shop—Kevin Dixon**

- Another record month with 2,417 rounds for the month of July. Up 732 rounds from 2018.
- Merchandise up 33%. Food and beverage down 12% due to fewer outings and no non-golf events.
- Year-to-Date- 6,777 rounds, up 18% from 2018.

### **Financials—Ray Wolfe**

- Under budget \$16,000 through July 31, 2020. Income over budget \$45,000, Cart and greens fees over budget \$56,000 and under budget on advertising.
- Over budget on payroll and membership is down.
- Expenses included credit card fees, new ice machine, greens and maintenance costs and appraisal fees.

### **Marketing- Holly Freese**

- July's website numbers are down slightly from June, but are still averaging about 1,000 users more to our website per month than previous years.
  - 2,754 users- down 7.41%
  - New Visitors- 77.9% of users
- Still actively marketing Friday Night Scrambles, \$25 Tuesdays and weekend weather. This past week due to rain, offered special deals for people who booked tee times online.

### **Old Business:**

- Sale of the Golf Course- Still waiting on agreement of sale to begin marketing.

### **New business:**

- None.

### **Public Comment:**

- None

### **Meeting Adjourned**

- Ray White made a motion to adjourn the meeting at 8:48 am seconded by John Smith. Motion passed 4-0.

The next meeting will be held on September 14, 2020 at 8:30 am. Location to be announced.

Respectfully Submitted,

Holly Freese  
Recording Secretary