



Minutes: Golf Course Advisory Committee

September 14, 2020

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on September 14, 2020 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary via Zoom.

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

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

Meeting called to order at 8:30 am by Craig Wetherbee

Minutes and Agenda

- A motion to accept the minutes was made by John Smith. Seconded by Mike Yesunas. Motion passed 4-0.

Grounds—Bill Parr

- Bill Parr stated that the grounds are in good shape. They slit seeded and verticut and there is good germination. Aeration will be done on September 28th and October 5th.

Whispering Pines—Chris Rain

- No changes to report.
- The air conditioning unit in the pro-shop was replaced and a new ice machine was installed in the kitchen.
- The Department of Agriculture did an inspection and found zero violations.

Pro Shop—Kevin Dixon

- 2,394 rounds total for the month of August with 9,100 rounds total for the year.
- Pro Shop Numbers Month-to-date
 - Number of Rounds up 130% from 2018
 - Overall revenue up 100% from 2018
 - Merchandise up 33% from 2018
 - Food and beverage sales down 17% from 2018
- Rounds up 48% year-to-date

- Overall revenue up 43% year-to-date
- Mike Yesunas asked if the bar could be open for drinks after golf, Kevin Dixon stated due to Governor Wolf's orders, the bar cannot be open.
- Mark Oney commented that even while having a record year, the course would still need to generate 18-20 thousand rounds a year to be viable. Kevin Dixon responded that they would also need more golf carts to make this possible.

Financials—Ray Wolfe

- As of August 31, 2020 the golf course was at a \$80,350 net loss compared to a \$250,000 loss in 2019. The total income loss was \$66,000 as of August 31, 2020, compared to a \$167,000 loss in 2019.
- The building is accruing expenses, even though its not in use. There is no income from events to help cover the costs.

Marketing- Holly Freese

- Still promoting Friday Night Scramble and \$25 Tuesday.
- Promoting the upcoming golf outings for Mady's Angels on September 20th and Marshalls Creek Fire Company on September 26th.
- Website Numbers:
 - Users up 17%
 - New users up 18%
 - Page Views- 21,802 total (up 14%)
 - Home Page- 9,394 views (up 15%)
 - Tee times- 6,197 views (up 14%)
 - Rates- 1,407 views (up 18%)
 - Scorecard- 1,056 views (up 36%)
 - About us- 880 views (up 24%)
 - 23% of users are age 55-64, 20% of users are age 25-34, 18% of users are 65+.

Old Business:

- Sale of the Golf Course- The listing agreement is done and CBRE has all of the required land documents. Waiting on them to put together all of the documents.

New business:

- None.

Public Comment:

- None

Meeting Adjourned

- Craig Wetherbee 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 October 12, 2020 at 8:30 am at the Whsipering Pines Banquet Hall.

Respectfully Submitted,

Holly Freese
Recording Secretary