



## Minutes: Golf Course Advisory Committee

April 12, 2021

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on April 12, 2021 at 8:30 AM with Craig Wetherbee presiding and with Chris Rain as recording secretary.

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

Township Staff: Township Supervisors Annette Atkinson, Pro Shop Manager Kevin Dixon, Maintenance Superintendent Bill Parr, Budget Manager Ray Wolfe, Budget Manager Bonnie Winters, Committee Liaison Chris Rain.

**Meeting called to order at 8:38 am by Craig Wetherbee.**

### Minutes and Agenda

- Mike Sweeney made one typographical correction to the March 8 minutes.
- A motion to accept the minutes from the March 8, 2021 meeting was made by Mike Sweeney, seconded by Mike Yesunas. Motion passed 4-0.

### Whispering Pines—Chris Rain

- There are 4 booked events for 2021 at the banquet hall. Another is currently tentative. Inquiries are up slightly, but remain low compared to pre-COVID years.

### Grounds—Bill Parr

- Bill Parr reported that the grounds are in good shape. Maintenance aerated before opening day.
- Only two applications for seasonal positions have been received and both were hired. Chris Rain confirmed that the ads for positions have been running in several places for at least six weeks.

### Pro Shop—Kevin Dixon

- Kevin Dixon reported that 556 rounds were played April 2-10. This is up compared to the first 10 days of April 2019 (109 rounds) and May 2020 (504 rounds).
- We will be adding bunker rakes and divot mix back to the course by May 1.

### **Financials—Ray Wolfe**

- Ray Wolfe reported that insurance has increased and the township is looking into changing companies.
- Mr. Wolfe also reported that there was an increased charge from PA American Water over the winter due to a shower running. The shower was turned on in anticipation of possible use as a storm shelter in February and was left running. Other winter expenses are normal.

### **Marketing**

- Chris Rain reported that Facebook posts ran daily in March leading up to opening. Flyers regarding opening, rates, memberships, and employment opportunities also went up in early March. An email blast through Constant Contact went out on March 30.
- Kevin Dixon paid for magazine advertising with Steckel Publications.
- Chris Rain reported stats from the ccppagolf.com website:
  - 2026 website visitors from March 8 through April 8
  - 52% of visitors access the site on mobile devices, 44% on desktop
  - The largest demographic at around 24% was 25-34 years old
  - Visitors are almost 69% male
  - Other than the home page, the most viewed page was Tee Times
- Kevin Dixon submitted a report comparing tee times booked online at our website versus the GolfNow website:
  - 1882 booked on ccppagolf.com
  - 2000 booked on GolfNow (1973 on mobile, 27 on tablet)

### **Old Business:**

- Kevin Dixon reported that there are 19 memberships and 25 unique members.
  - 3 Premier Couples
  - 3 Couples
  - 8 Premier Singles
  - 5 Singles
- Annette Atkinson reported that the township is working out details with the township's attorney to reopen the bidding process for the sale of the golf course. Several parties have submitted questions or expressed interest in purchasing the property.

### **New business:**

- Bonnie Winters attended the meeting. Ms. Winters is the township's new director of budget and finance. Ray Wolfe is retiring effective April 30, 2021.

**Public Comment:**

- None

**Meeting Adjourned**

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

The next meeting will be held on May 10, 2021 at 8:30 am at the Whispering Pines Banquet Hall.

Respectfully Submitted,

Chris Rain  
Recording Secretary