



Minutes: Golf Course Advisory Committee

May 10, 2021

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on May 10, 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 and Mark Oney, Maintenance Superintendent Bill Parr, Committee Liaison Chris Rain.

Meeting called to order at 8:36 am by Craig Wetherbee.

Minutes and Agenda

- A motion to accept the minutes from the April 12, 2021 meeting was made by Mike Sweeney, seconded by John Smith. Motion passed 4-0.

Whispering Pines—Chris Rain

- There are 4 booked events for 2021 at the banquet hall. Indoor gathering limits in Pennsylvania will be lifted effective May 31, but the mask mandate remains in place. Inquiries for rentals of the building remain low compared to pre-COVID years.
- Chris Rain also reported that Super Heat had completed spring maintenance of the HVAC, and that a plumbing issue in the basement was recently fixed by Toms Plumbing.

Grounds—Bill Parr

- Bill Parr reported that the course is in good shape. They have spent time aerating some areas and clearing brush. He also reported that there have been no new applicants for the maintenance positions.

Pro Shop—Kevin Dixon

- Kevin Dixon was not present. He provided a breakdown of rounds played and income for the month of April 2021, including numbers from April 2019 for comparison.
 - 1596 rounds played (compared to 915 in April 2019)
 - \$40,317 in revenue (compared to \$31,252 in April 2019)
 - \$1,303 in merchandise (compared to \$1,287 in April 2019)
 - \$2,120 in food and beverage (compared to \$3,174 in April 2019)
 - \$43,727 in total revenue (compared to \$35,714 in April 2019)

Financials—Bonnie Winters

- Bonnie Winters was not present.

Marketing

- Chris Rain reported that \$25 golf in April was successful, with 1596 rounds played.
- Chris Rain reported stats from the ccppagolf.com website:
 - 2604 website visitors from April 6 through May 6
 - 55% of visitors access the site on mobile devices, 41% on desktop
 - The largest demographic at 21% was 25-34, but nearly 40% are 55 and older
 - Visitors are nearly 72% male
 - Other than the home page, the most viewed page was Tee Times (5,104 views, or 25 % of all page views)

Old Business:

- Kevin Dixon was not present to give a membership update.
- Annette Atkinson reported that King Spry has assigned a new attorney to the sale of the golf course.
- Craig Wetherbee reported that Mrs. White is in favor of the memorial for Ray White being placed on the golf course. She requested it be placed on the north side near where he lived.

New business:

- Golf Hole #5 – Due to a broken window, a resident near the Hole 5 tee box would like to put up a net to protect her house. She has asked the township if she can place it on township property rather than her own, on her contractor's advice. The Board of Supervisors asked for the Committee's opinion on this. To mitigate future damage, Mark Oney and Annette Atkinson reported that the township ordered signage indicating player responsibility for damaged property, and will speak to Kevin Dixon about placing a directional flag on Hole 5. The Committee agreed unanimously that if she wants a net erected it should be on her property and should not intrude onto the golf course.
- The Committee reported that there is erosion along the public cart path on Big Ridge Drive near Hole 5. Bill Parr stated that he has spoken to Cory Lyon about fixing it.

Public Comment:

- None

Meeting Adjourned

- Mike Sweeney made a motion to adjourn the meeting at 9:05am, seconded by John Smith. Motion passed 4-0.

The next meeting will be held on June 14, 2021 at 8:30 am at the Whispering Pines Banquet Hall.

Respectfully Submitted,

Chris Rain
Recording Secretary