



## Minutes: Golf Course Advisory Committee

August 9, 2021

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on August 9, 2021 at 8:30 AM with Craig Wetherbee presiding and with Chris Rain as recording secretary.

Committee Members: Craig Wetherbee, Mike Sweeney, Mike Yesunas

Township Staff: Maintenance Superintendent Bill Parr, Pro Shop Manager Kevin Dixon, Liaison Chris Rain, Supervisors Annette Atkinson & Mark Oney

Public: Kay Young

**Meeting called to order at 8:35 am by Craig Wetherbee.**

### Minutes and Agenda

- A motion to accept the minutes from the July 12, 2021 meeting was made by Mike Sweeney, seconded by Mike Yesunas. Motion passed 3-0.

### Whispering Pines—Chris Rain

- There are 13 booked events for 2021 at the banquet hall. 5 events were booked since the July meeting. Inquiries remain steady.

### Grounds—Bill Parr

- Bill Parr reported that the course is in good shape. The wet weather is helping.

### Pro Shop—Kevin Dixon

- Kevin Dixon reported that rounds are down 20% in July due wet weather and bad forecasts, but that demand remains high on good days. Merchandise is selling.
- YTD rounds are down just slightly at -1.44% compared to YTD 2020.
- Kevin Dixon provided a breakdown of rounds played and income for the month of July 2021, including numbers from July 2020 for comparison.
  - 1919 rounds played (compared to 2417 in July 2020)
  - \$49,390 in revenue (compared to \$73,879 in July 2020)
  - \$2,694 in merchandise (compared to \$3,077 in July 2020)
  - \$4,833 in food and beverage (compared to \$6,724 in July 2020)
  - \$56,858 in total revenue (compared to \$83,681 in July 2020)

### Financials—Bonnie Winters

- Bonnie Winters provided a financial summary showing \$235,512.90 in income YTD and \$315,441.10 in expenses YTD.

## **Marketing**

- The 96.7 radio ad ended its run on 8/8. No one has yet redeemed a certificate from 96.7. Kevin reported that he has seen several from the Cat Country radio ad.
- Chris Rain reported stats from the ccppagolf.com website:
  - 2,909 website visitors from July 5 through August 5
  - The largest demographic at 23% was 55-64, and around 40% are 55 and older
  - Visitors are almost 68% male
  - Just over 56% access the website by mobile phone, 40% by desktop, 3% tablet
  - Other than the home page, the most viewed page was Tee Times (52,11 views, or 26% of all page views)

## **Old Business:**

- No new memberships reported. There are 22 memberships and 30 members.
- Annette Atkinson reported that the sale process is still moving through legal.
- The supervisors and committee approved the wording for the Ray White memorial plaque. The committee approved placing the plaque on the flat rock near the 8<sup>th</sup> tee box. Beverly White sold her house and is moving out by 9/15. The township will arrange for the plaque to be installed as soon as possible.

## **New business:**

- None

## **Public Comment:**

- CCP resident Kay Young attended via Zoom to address the committee regarding damage to her property from golf balls. Supervisor Mark Oney advised her to install netting on her property as other homeowners have done to mitigate. Ms. Young provided her contact information for follow-up.

## **Meeting Adjourned**

- Mike Yesunas made a motion to adjourn the meeting at 9:14am, seconded by Mike Sweeney. Motion passed 3-0.

The next meeting will be held on September 13, 2021 at 8:30 am at the Whispering Pines Banquet Hall.

Respectfully Submitted,

Chris Rain  
Recording Secretary