



## Minutes: Golf Course Advisory Committee

September 13, 2021

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on September 13, 2021 at 8:30 AM with Craig Wetherbee presiding and with Chris Rain as recording secretary.

Committee Members: Craig Wetherbee, Mike Sweeney, Mike Yesunas, John Smith  
Township Staff: Pro Shop Manager Kevin Dixon, Liaison Chris Rain, Budget Manager Bonnie Winters, Supervisors Annette Atkinson & Mark Oney

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

### Minutes and Agenda

- A motion to accept the minutes from the August 9, 2021 meeting was made by Mike Sweeney, seconded by Mike Yesunas. Motion passed 4-0.

### Whispering Pines—Chris Rain

- There are 15 booked events for 2021 at the banquet hall. 2 events were booked since the August meeting.

### Grounds—Bill Parr

- Bill Parr was not present. Kevin Dixon reported that there has been difficulty mowing and damage to the course due to the excessive rain in August and early September.

### Pro Shop—Kevin Dixon

- Kevin Dixon reported that rounds are down 18% in August due wet weather and bad forecasts, but that demand remains high on good days. Merchandise is selling.
- YTD rounds are up 4% compared to YTD 2020.
- Kevin Dixon provided a breakdown of rounds played and income for the month of August 2021, including numbers from August 2020 for comparison.
  - 1945 rounds played (compared to 2394 in August 2020)
  - \$51,000 in revenue (compared to \$65,322 in August 2020)
  - \$2,269 in merchandise (compared to \$2,625 in August 2020)
  - \$4,049 in food and beverage (compared to \$5,166 in August 2020)
  - \$57,294 in total revenue (compared to \$73,114 in August 2020)

### Financials—Bonnie Winters

- Bonnie Winters provided a financial summary showing \$286,393.57 in income YTD and \$373,837.65 in expenses YTD.

### **Marketing**

- There are no promotions currently running. The magazine ads will continue to run through the end of the season.
- Chris Rain reported stats from the ccppagolf.com website:
  - 2,556 website visitors from August 6 through September 6
  - The largest demographic at 25% was 55-64, and around 43% are 55 and older
  - Visitors are almost 71% male
  - Just over 59% access the website by mobile phone, 37% by desktop, 4% tablet
  - Other than the home page, the most viewed page was Tee Times (4,856 views, or 25% of all page views)

### **Old Business:**

- No new memberships reported.
- Annette Atkinson reported that the Township has a Zoom call with the attorney and engineer on Wednesday 9/15 to review documents regarding the open space acreage. Interest in purchasing the property remains high.
- Chris Rain provided the proof for the plaque for the Ray White memorial. All attendees approved of the design. The plaque is expected to arrive around the first week of October. The Golf Committee will work together on a dedication ceremony in the spring, as well as a spring charity golf event in honor of Ray White.

### **New business:**

- None

### **Public Comment:**

- None

### **Meeting Adjourned**

- Mike Sweeney made a motion to adjourn the meeting at 9:09am, seconded by Mike Yesunas. Motion passed 4-0.

The next meeting will be held on October 11, 2021 at 8:30 am at the Whispering Pines Banquet Hall.

Respectfully Submitted,

Chris Rain

Recording Secretary