



Minutes: Golf Course Advisory Committee

October 11, 2021

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on October 11, 2021 at 8:30 AM with Craig Wetherbee presiding and with Chris Rain as recording secretary.

Committee Members: Craig Wetherbee, Mike Yesunas, John Smith

Township Staff: Pro Shop Manager Kevin Dixon, Liaison Chris Rain, Banquet Hall Manager Holly Freese, Supervisor Mark Oney

Meeting called to order at 8:32 am by Craig Wetherbee.

Minutes and Agenda

- A motion to accept the minutes from the September 13, 2021 meeting was made by John Smith, seconded by Mike Yesunas. Motion passed 3-0.

Whispering Pines—Holly Freese

- Holly Freese has returned to Middle Smithfield Township and will take over all events coordination for Whispering Pines Banquet Hall.
- There are 17 booked events for 2021 at the banquet hall. 3 events were booked since the September meeting, but one cancelled. There is one event booked in 2022.

Grounds—Bill Parr

- Bill Parr was not present. Kevin Dixon reported that they are aerating the course all week. They lost another tee mower, which they will try to fix over the winter.

Pro Shop—Kevin Dixon

- Kevin Dixon reported that rounds are down 11% in September due wet weather. Merchandise and food and beverage sales are both up compared to 2020.
- YTD numbers all continue to be up compared to 2020, but Kevin expects to fall behind in some categories if the weather continues to be bad through the end of the season.

Financials—Bonnie Winters

- Bonnie Winters was not present.

Marketing

- The magazine ads will continue to run through the end of the season. Fall rates (\$25 weekdays, \$35 weekends) begins Monday 10/18.
- Chris Rain reported stats from the ccppagolf.com website:

- 2,148 website visitors from September 7 through October 7
- The largest demographic at 21% was 55-64, and around 58% are 45 and older
- Visitors are almost 72% male
- Almost 57% access the website by mobile phone, 39% by desktop, 4% tablet
- Other than the home page, the most viewed page was Tee Times (3,980 views, or 25% of all page views)

Old Business:

- Mark Oney reported that there is no news in the sale of the golf course.
- Chris Rain picked up the completed plaque and will arrange for it to be installed. The committee will plan a charity golf tournament and a dedication of the plaque in spring 2022.

New business:

- None

Public Comment:

- None

Meeting Adjourned

- Mike Yesunas made a motion to adjourn the meeting at 8:43am, seconded by John Smith.
Motion passed 3-0.

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

Respectfully Submitted,

Chris Rain
Recording Secretary