



Minutes: Golf Course Advisory Committee

10 December 2018

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on December 10, 2018 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, John Smith, Craig Wetherbee, Mike Sweeney.

Township Staff: Township Supervisors Annette Atkinson and Mark Oney, Mike Dwyer, Pro Shop Manager Kevin Dixon, Golf Committee Liaison Holly Freese,

Banquet Hall Manager Chris Rain, Budget and Finance Manager Ray Wolfe.

Meeting called to order at 8:40 by Ray White

Minutes and Agenda

- A motion to accept the minutes was made by Craig Wetherbee, Seconded by Way White. Motion passed 4-0.

Grounds- Kevin Dixon for Bill Parr

- No Report

Whispering Pines—Chris Rain

- 70 events total for 2018. One is a meeting for CCP- South, which has been rescheduled but will still take place in 2018.
- A year-end report will be provided at the next meeting.

Pro Shop—Kevin Dixon

- Ray White asked if the pro-shop opened up for Christmas, Kevin Dixon said we will be open for special holiday shopping hours.
- CCP Golf is a part of the MST Shop Local program, offering a \$60 gift certificate for \$35.
- Golf Revenue is down 20%, Merchandise is down 3%, Food and Beverage is down 8%. Total Revenue is down 17%.
- Weather is still not cooperating, ended the season with over 90 total rain days and 132 cart path only days.
- Ended the season with 27 groups of 16+ golfers
- Carts have been stored for the season, and the lease has been extended another year.

Financials—Ray Wolfe

- Golf income down over \$50,000 and expenses are a little higher due to fire alarm and sprinkler repairs. Also cost of propane up because the club house was used as a warming station over the winter.
- Ending 2019 Over budget approximately \$13,000.
- In 2019 budgeting less for memberships.
- Mark Oney asked about the garbage increase. Kevin Dixon stated that the increase was just because of more use.

Marketing

- Website numbers are still mirroring pro shop numbers due to weather. No changes to report.

Old Business:

- **2019 Memberships:** Membership rates will remain the same. The cost has been analyzed and tweaked many times over the years. The focus now needs to be on who to market and how to bring them in. Ray White mentioned looking into corporate memberships or packaged membership deals. Craig Wetherbee asked if we've reached out to major employers and offered discounts. John Smith asked if we could put together a target list of people to go after. Ray White said it's possible but we would need to be aggressive in our approach due to the number of golf courses in the area.

John Smith asked if there are any incentives for current members who have been rained out the past two years. Mike Sweeney said that as a member himself, he is not looking for anything additional. Kevin Dixon added that he doesn't think any current members are looking for anything additional as well, and he doesn't think we will lose any members this coming year. The main cause of membership lost over the years has been age, not weather.

Kevin Dixon is on board with offering a referral program to have current members bring in new members.

Mark Oney asked about getting more leagues in (Schools, hospitals, etc.) Kevin Dixon offered to organize and run the league to take the pressure off of the golfers and will come up with something for this season. Mark Oney also suggested using the course for 5k runs as well.

Ray White suggested putting together a group of 2-3 people from the committee to do some research and target local employers. Ray White also suggested reaching out to sales people because they often take customers golfing. Ray White, Craig Wetherbee, John Smith and Kevin Dixon agreed to begin working on this. Annette Atkinson said they

can use the township Building to meet. Ray White said he will pick a couple of dates and the group will begin working on this after the new year.

- **Adopt-a-Family:** Holly Freese gave an update on the family the golf committee adopted. Everything on the list had been purchased.
- **LERTA:** Has been approved for the 320 acres. The Board of Supervisors are currently looking at some deed restrictions. Annette Atkinson thanked the committee for their letter of support and added that the township had received over 21 letters and no one was in opposition. The School district had made a motion and is waiting on their solicitor. The County Commissioners are expected to follow suit.

New business:

- None

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:29 am seconded by John Smith. Motion passed 4-0

January's meeting has been cancelled. The next meeting will be held on February 11th at 8:30 am at the Township Building.