



Minutes: Golf Course Advisory Committee

May 8, 2023

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on May 8, 2023 at 8:30 AM with Craig Wetherbee presiding and with Chris Rain as recording secretary.

Committee Members: Craig Wetherbee, Mike Sweeney, Paul Suhrie (on Zoom), John Pinto, Mike Yesunas (on Zoom)

Township Staff: Township Supervisors Annette Atkinson and Mark Oney, Pro Shop Manager Todd Brown, Maintenance Superintendent Bill Parr, Banquet Hall Coordinator Holly Dennis, Committee Liaison Chris Rain.

Meeting called to order at 8:31 am by Craig Wetherbee.

Agenda

- A motion to accept the agenda for the meeting was made by Mike Sweeney, seconded by John Pinto. Motion passed 5-0.

Minutes

- A motion to accept the minutes from the April 2023 meeting was made Mike Sweeney, seconded by John Pinto. Motion passed 5-0.

Whispering Pines—Holly Dennis

- Holly Dennis provided a report. There are 23 events booked in 2023, plus 3 golf events.

Grounds—Bill Parr

- Bill Parr reported that the weather has been good and the course is in good shape. John Pinto asked whether they were going to reseed any holes and Bill Parr stated that they hoped to do several. He reported that he's had trouble getting sand for the sand traps.
- Todd Brown stated that the greens have been getting many compliments and that the members have expressed appreciation for the mowing on weekends.
- Mark Oney asked how the speed was. Paul Suhrie stated that a week ago it was very good. Mike Yesunas stated that he played on May 5 and it was very good then as well.

Pro Shop—Todd Brown

- Todd Brown reported that April ended ahead by 4% over 2022. The last week of the month was cold and wet. May has had a good start. The course is up 13% YTD.
- The teachers league did not work out. Todd Brown is giving teachers a discount instead.

- Friday Night Scramble starts again at the end of the month. Todd Brown will coordinate with Great Bear so as not to compete on Fridays that they are also having events.
- The Valor Golf Tournament is on June 17. They are hoping for 100 golfers.

Financials—Bonnie Winters

- Bonnie Winters was not present. No report.

Marketing – Chris Rain

- Chris Rain reported that marketing is ongoing. Google Ads are running for the course and for the Memorial Day golf event. Email blasts to 12,000 emails from the POS system also went out when the course opened and for Memorial Day.
- Todd Brown stated that he gets calls from the Google ads daily and has already booked two groups for Memorial Day from the email blast.

Old Business:

- Annette Atkinson reported that the ad regarding bids for the sale of the course ran in the Pocono Record today, May 8. The deadline to submit sealed bids is August 23. CBRE is advertising the sale of the course.
- Mark Oney stated that requests to view the property should be referred to the supervisors.

New business:

- None

Public Comment:

- None

Meeting Adjourned

- John Pinto made a motion to adjourn the meeting at 8:45am, seconded by Mike Sweeney. Motion passed 5-0.

The next meeting will be held on June 12, 2023 at 8:30 am at the Whispering Pines Banquet Hall.

Respectfully Submitted,

Chris Rain
Recording Secretary