



Minutes: Golf Course Advisory Committee

14 March 2016

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on March 14, 2016 at 8:35 AM with Ray White presiding in and as Holly Freese recording secretary.

Committee Members: Ray White, John Smith, Mike Sweeney, Craig Wetherbee & Don Henry

Township Staff: Supervisor Annette Atkinson, Pro-Shop Manager Kevin Dixon, Budget and Finance Manager Ray Wolfe, Township Liaison Holly Freese, Marketing Coordinator Steven Natiello, Whispering Pines Coordinator Chris Rain. Groundskeeper Bill Parr.

Meeting called to order at 8:35 am by Ray White

Minutes and Agenda

- Ray White made a motion to approve the minutes from the previous meeting. Motion Passed 5-0

Whispering Pines—Chris Rain

- There are 29 hall rentals booked for 2016 to date
- There are 17 golf outings booked for 2016 to date
- List of scheduled repairs to the clubhouse are in progress

Pro Shop—Kevin Dixon

- Golf carts will arrive 3/17 and 3/18. The beverage cart will arrive at the end of the month.
- Once the carts arrive, staff will need to designate hazard areas along the cart path.
- Merchandise for the pro shop will be arriving the first week of April.

Financials-- Ray Wolfe

- On track with the budget, expenses so far this year are lower than expected.

Marketing-- Steven Natiello

- Marketing book for 2016 is completed to date—Kevin Dixon and Holly Freese have copies in their offices for anyone who wishes to see them.
- Partnered with the Pocono Mountains Visitors Bureau campaign.
 - SI.com & golf.com
 - CCP Golf will have a trackable dedicated landing page and unique offer for PMVB visitors.

Grounds—Bill Parr

- 2 seasonal employees are returning, received 4 applications so far.
- Aerating will begin towards the end of the week.

Old Business:

- NA

New business:

- Committee members and returning golfers are asked to review the course on sites such as Yelp, Facebook, Trip Advisor, etc.
 - A list of sites can be found at <http://www.ccppagolf.com/rateus/>
- Once the golf carts arrive, staff will drive around to inspect remaining tee markers.
 - Selling them as been unsuccessful
 - Suggested to use them as advertising for upcoming events as a call for players.

Meeting Adjourned at 8:53 am

- Ray White made a motion to adjourn, motion passed 5-0

The next meeting will take place on March 28 at 8:30am at the township building.