



Minutes: Golf Course Advisory Committee

23 May 2016

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on May 23, 2016 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

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

Township Staff: Supervisor Annette Atkinson, Supervisor Mike Dwyer, Supervisor Mark Oney, Township Liaison Holly Freese, Groundskeeper Bill Parr, Banquet Hall Manager Chris Rain, Pro Shop Manager Kevin Dixon, Financial Manager Ray Wolfe

Meeting called to order at 8:41 am by Ray White

Minutes and Agenda

- Ray White made a motion to approve the minutes from the previous meeting, Seconded by John Smith. Motion Passed 4-0

Grounds

- Ground are in good condition, haven't needed to use the irrigation system yet because of the rain.

Whispering Pines—Chris Rain

- No change in the number of events.
- Wilkins and Associates is looking to book about meeting in June, waiting for details.

Pro Shop—Kevin Dixon

- Rounds are down 26 month-to-date
- Merchandise sales are down \$100
- Food and Beverage sales are down \$1500
- Up \$3500 in golf
- Up a total of \$2,000
- Poor start to May due to weather
- The course was rated, lost 160 yards and 3/10 of a point.

Financials-- Ray Wolfe

- \$15,000 down due to drops in membership
- \$11,000 up due to greens fees
- \$4,000 ahead of budget

Marketing

- Father's Day marketing will begin within the next week
 - Banner over 209
 - Google Ad Words
 - Email blasts

- Social media posts
- Pocono Mountain Visitors bureau co-op begins on 6/6

Old Business:

- Mady's Angels golf tournament had 62 golfers
- Boy Scout golf tournament had 42 golfers
- In order to fix the exterior door by the dance floor that is rotted, and interior door will be taken and used to replace the broken door.
- A "save the date" postcard was drafted by Holly Freese
 - All information of card is interchangeable with tournaments. Organizations need to provide the information for them.

New business:

- None

Sale of Golf Course:

- Board of Supervisors sent a letter and a check to Shaun Henry, the appraiser, for his services.
- Send a letter to Larry Hirsh, the first appraiser the committee met with, asking for a quote for strictly marketing services.
- Craig Wetherbee and Ray White will provide a list of competitive golf courses
- Holly Freese and creating a spreadsheet with all the information needed for the appraiser

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:13 am. The motion passed 4-0

The next meeting will take place on June 13th at 8:30am at Whispering Pines.