



Minutes: Golf Course Advisory Committee

13 June 2016

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on June 13, 2016 at 8:30 AM with Ray White presiding and with Holly Freese as recording secretary.

Committee Members: Ray White, Mike Sweeney, Don Henry

Township Staff: Township Liaison Holly Freese, Groundskeeper Bill Parr, Banquet Hall Manager Chris Rain, Pro Shop Manager Kevin Dixon, Financial Manager Ray Wolfe, Intern Emily Hetu

Meeting called to order at 8:39 am by Ray White

Minutes and Agenda

- Corrections to the minutes were made. A motion to accept the minutes was made by Ray White, Seconded by Mike Sweeney. Motion passed 3-0

Grounds

- Grounds crew is currently looking for help.
- Course is in good shape.

Whispering Pines—Chris Rain

- New golf outings have been added to the schedule, there is now a total of 33 outings scheduled for 2016.
- There are 29 banquet hall rentals for 2016.

Pro Shop—Kevin Dixon

- Inclement weather has severely impacted 8 days in May.
- Up \$5,800 in golf revenue year-to-date
- Up \$6,000 in total revenue month-to-date
- Up 62 rounds month-to-date
- Up 556 rounds year to date
- Up \$13,000 total revenue year-to-date
- 1 new member for the month of may

Financials-- Ray Wolfe

- On budget for the year
- Received and paid the elevator contract
- Rentals have doubled, bringing in more income

Marketing

- Father's Day marketing is underway
 - \$35 for \$60 gift certificate

- 2 email blasts have been sent to the golf lists
- Banner over 209
- Facebook Marketing
- HOA Message Board Fliers
- Special June Rates
 - Rates have been added to ccpPAgolf.com for everyone to see
 - Facebook marketing
 - 2 email blasts have been sent to golf lists
 - HOA Message Board Fliers
- \$40 Friday Fore the Wildlife
 - Facebook Marketing
 - HOA Message Board Fliers
 - Website Posts
 - Email Blasts

Old Business:

- Mady's Angels is happy with the turnout of their golf tournament and is looking to schedule their golf tournament at CCP again for next year.

New business:

- None

Sale of Golf Course:

- Kevin Dixon forwarded documents to the appraiser
- Waiting on the appraiser to provide dates in order to move forward.

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 9:00 am. The motion passed 3-0

The next meeting will take place on June 27th at 8:30am at Whispering Pines.