



Minutes: Golf Course Advisory Committee

27 June 2016

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on June 27, 2016 at 8:30 AM with Ray White presiding and with Chris Rain as recording secretary.

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

Township Staff: Supervisor Annette Atkinson, Mike Dwyer, Pro-Shop Manager Kevin Dixon, Budget and Finance Manager Ray Wolfe, Whispering Pines Coordinator Chris Rain, Groundskeeper Bill Parr.

Meeting called to order at 8:30 am by Ray White

Minutes and Agenda

- A motion to accept the minutes was made by Ray White, Seconded by Mike Sweeney. Motion passed 5-0

Grounds

- The fairways are taking a beating, but the rest of the course is holding up.
- Some of the pumps are collecting rocks, which get into the sprinkler heads. The pumps will be flushed to clear them out.
- Some guys who were interested in filling grounds positions have not gone to see Michele to complete paperwork.

Whispering Pines—Chris Rain

- New banquet hall events have been added to the schedule.
- There are 42 banquet hall rentals for 2016.
- The banquet hall ordered new tablecloths, which were delivered on 6/15.

Pro Shop—Kevin Dixon

- Up \$15,811.47 in golf revenue year-to-date
- Up \$8,872.49 in total revenue month-to-date
- Up 354 rounds month-to-date
- Up 748 rounds year to date
- Up \$23,635.07 total revenue year-to-date

Financials-- Ray Wolfe

- On budget for the year
- Revenue continuing to go up

Marketing

- June marketing package prepared by Holly Freese handed out to committee members
- Pocono Wildlife
 - 42 qualified golfers, \$612

- Township matched, \$612
- Raffle and BOS donations, \$776
- Total \$2000 donation to Pocono Wildlife
- Radio
 - Promoted June rates and Fathers Day
 - Seeing an increase of golfers from the Lehigh Valley from advertising
- 4th of July
 - Offer free golf to veterans and current military on 7/4

Old Business:

- None

New business:

- None

Sale of Golf Course:

- We engaged the appraiser, who is compiling information
- The sale made the front page of the Pocono Record and was picked up by TV13

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 8:56 am. The motion passed 5-0

The next meeting will take place on July 11 at 8:30am at Whispering Pines.