



Minutes: Golf Course Advisory Committee

11 July 2016

The regular meeting of the Middle Smithfield Township Golf Course Advisory Committee was held on July 11, 2016 at 8:30 AM with Ray White presiding and with Holly Freese 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, Township Liaison Holly Freese, Intern Emily Hetu

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 John Smith. Motion passed 5-0

Grounds

- Bill Parr was absent.

Whispering Pines—Chris Rain

- A few new events have been added
 - Sweet 16
 - SROSRC Semi-Formal
- 46 total banquet hall rentals
- 36 total golf outings

Pro Shop—Kevin Dixon

- Up 5% on golf revenue year-to-date
- Up 41% on merchandise sales year-to-date
- Up 43% on food and beverage sales year-to-date
- Up 10.5% on total revenue

Financials-- Ray Wolfe

- Budget wise, the golf course is ahead of where it should be.

Marketing

- Promoting the July special- active duty and military get discount with military id
 - Facebook marketing
 - Email blasts
 - Website marketing
 - Flyers posted at township building, golf course, HOA message boards.

- Next big marketing campaign in Labor Day
- Have been actively engaging and improving Facebook marketing

Old Business:

- None

New business:

- None

Sale of Golf Course:

- Actively communicating with appraiser, waiting on final information from Board of Supervisors to continue on with appraisal.

Meeting Adjourned

- Ray White made a motion to adjourn the meeting at 8:44 am, seconded by John Smith. The motion passed 5-0

The next meeting will take place on July 25 at 8:30am at Whispering Pines.