

Golf Advisory Board
7:00 PM Monday, February 6, 2017
Spicer House
Meeting Minutes

- I. Call to Order
The meeting was called to order at 7:00 p.m.
- II. Roll Call
Mark Berry, Dave Bower, Todd Goodhue, Margaret Hirsh, Jim Kamercia, Cindy Lathrop, Eric Morrison, Bonnie Nault, Carl Neville

Guest: Kate Bradley
- III. Approval of Meeting Minutes: December 5, 2016
Carl made the motion to accept, Cindy Lathrop seconded it - unanimous
- IV. Citizens Petitions and Comments
None
- V. New Correspondence/Communications
Board Members
None
- VI. Reports
Golf Course Report
Todd reported that January had been a good month at the golf course. Revenue was \$7,000 more than last January. Currently the golf course is \$20,000 behind last year.

Dave asked about the glitch in the monthly reporting of Membership that Todd had mentioned in the previous GAB meeting. Todd explained that the software designers were coming down to do a day of training and the issue would be resolved at that time.
- VII. Unfinished Business
Golf Rates – 2017
Todd explained the proposed increase for the 2017 season. He also reviewed what other local courses were charging for seasonal and daily fees. Mark passed out a history of fee increases back from 2007.

Jim asked Eric if the budget was a limiting factor when it came to operating the golf course. Eric responded that there were many factors that limit the amount of revenue that the golf course generates, many are out of control of what the staff does, most notably the weather.

Carl made the motion to accept the proposed fee increases, Dave seconded it - unanimous
- VIII. New Business
Course and Membership Fees/Policy and Procedures
Carl suggested a 10 pass cart package similar to what they do at Riverside. ^{ridge} Todd thought that we would just be discounting cart fees to those who would be using a cart anyway.

Todd asked for the input on the 10% membership deal, should the deal extend to new members only or new members and those current members that "sponsored" the new member. The board felt that 10% was a good incentive for current members to recruit new members.

Kate asked about incentives when new members signed up. The idea is to have new members feel like they are part of a special group. The board like the idea and various items were discussed. The board settled on visors and pins with years as a member on them. Todd estimated that it would cost \$2,500. Getting a sponsor to pay for the visors was suggested.

Kate handed out marketing information about the golf course, including email statistics, Facebook information and information about the website.

Bonnie brought up a marketing idea that had been discussed at a previous board meeting, partnering with another golf course and hotel to offer a golfing weekend. The board agreed that it was a good idea and should be looked into further.

Dave updated the board on the calculations of what the max capacity for rounds was at the golf course. Factoring in weather events and other limitations he estimated that 67,000 would be the max capacity. Currently the course sees between 33,000- 35,000 rounds annually. Dave felt 40,000 was a good target to start and he indicated he would talk to Eric and Todd further about how to get to that number.

Mark updated the board on the budget.

Eric asked the board about green tee marker vs a red marker. Red markers are typically associated with ladies tees and some people refuse to play from the red tees. Changing the color would help reduce the stigmatism associated with the red tees. The board thought green tees would work well.

Todd mentioned that "family markers" would be put out on the course also.

IX. Next Meeting Date: Monday, April 3, 2017 - 7:00 PM at Spicer House

X. Adjournment

The meeting adjourned at 8:15 p.m.

Minutes have been approved and accepted.

Margaret B. Hill
Signature

03-APR-2017
Date