

Golf Advisory Board
7:00 PM Monday, September 11, 2017
Spicer House
Meeting Minutes

- I. Call to Order
Meeting was called to order by Margaret Hirsch at 7:05 p.m.
- II. Roll Call
Mark Berry, Dave Bower, Todd Goodhue, Margaret Hirsch, Brian McCallen, Eric Morrison, Bonnie Nault
- III. Approval of Meeting Minutes: June 5, 2017
Motion to approve made by Brian. Seconded by Dave.
- IV. Citizens Petitions and Comments
None
- V. New Correspondence/Communications
Board Members

Margaret said she received an email with a Women's Golf Association member with three issues.

First, the condition of the forward tees, which the writer said are being used by more than women and are in marginal condition. Tees 2, 5, 6 and a few other smaller tees with limited irrigation coverage were cited. Eric said the 2nd tee is earmarked for repairs in future.

There was also a question about the toilet on No. 8. Mark said two bids for a new restroom are out, but that both bids came in over budget. He's said he's waiting to see if the unit can be assembled as a kit.

The Women's Golf Association also reported that two groups of 5-somes went out on a Saturday. Pace of play was questioned. Todd said 5-somes are permitted and that there have been no delays as a result.

Margaret said the association's bylaws are being amended to allow associate memberships, among other updates.

Dave said either the restroom sign at No. 15 means something or it doesn't pertaining to the use (or non-use) of the Port-o-Let situated between tee and green.

VI. Reports

Golf Course Report

Todd said revenue numbers are slightly behind last year, but he explained that \$7,000 of the revenue amount for August is linked to the EB subsidy from last year, which means the disparity is not as great as it appears. The biggest drop-off was in golf cart rentals. He said rounds are up but revenues are down, which he attributed to 9-hole rounds and discounted twilight play. Todd added that while tournament play is flat in August (because many people take vacations that month), tournament bookings are strong for September and October.

Marketing Report

Mark said Kate has left to take a new job and added that there's a town hiring freeze. Social media posts have therefore dropped off. Margaret asked if a volunteer or student could be brought in to do the work. Todd referenced labor laws that do not permit volunteers, adding that he does e-blasts and also barter rounds with a radio station for promotional coverage.

VII. Unfinished Business

Alternative Reporting

Mark said two more columns were added to the golf course revenue report to provide a more thorough comparative analysis.

VIII. New Business

Survey Results Review

Mark said he emailed a summary of the survey results last week. He said 252 surveys were received. Surveys were sent in 2013,

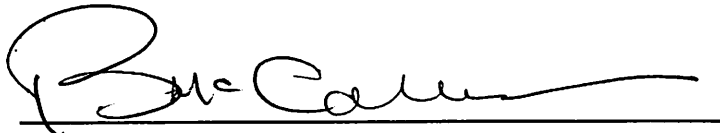
2014, 2015 and 2017. He said 2016 was skipped because the results did not vary significantly from the previous years. He said the results can be reviewed in more detail at the next meeting. In the Course Conditions category, Mark pointed out that the ranking for bunkers scored the lowest among the six golf course elements. Mark said it was significant that so many non-members filled out the survey.

IX. Next Meeting Date: Monday, October 2, 2017 - 7:00 p.m. at Spicer House

X. Adjournment at 7:50 p.m.

Dave made a motion to adjourn. Seconded by Margaret.

Minutes have been approved and accepted.


Signature

10-2-17
Date