

Township of Lower Makefield
Golf Advisory Committee
Meeting Minutes, February 11, 2019

Golf Committee:

Richard Eisner, Chairman – present
Mark Ellison, Vice Chairman – present
Jim Richardson, Recording Secretary – present
Helen Bosley – absent
Adam Reiss – present
Colin Marsh – present
Rodger Owen – present
Pat Frain = present

Others:

Kristin Tyler, LMT Board Liaison – present
Mike Attara, Spirit Golf Management – present
Ed Gibson, General Manager – present

Attachments – LMT Board Copy Only

Spirit Golf Management – Makefield GC Report thru January, 2019
Makefield Highlands Monthly Report
Makefield Highlands Golf Club – 2019 Daily Sales Report
Event Contact Report
Makefield Highlands Golf Club – Profit & Loss Prev Year Comparison, January thru December, 2018

Meeting Notes:

Rich Eisner called the meeting to order at 7:00

Mike Attara reviewed the year-to-year profit & loss comparison. There was some discussion, mostly centering upon the negative performance overall, comparing 2018 to 2017. Mike and Ed Gibson stated

that constant poor weather during 2018 caused the fall-off in all areas: golf course, merchandise sales and food & beverage.

Ed Gibson reviewed the recent performance of the various marketing efforts, including email campaigns, website activity, Facebook contacts and online commerce. All of these efforts, he stated, are performing strongly for the Club.

There was then a discussion, spearheaded by Adam Reiss and Mark Ellison, about merchandising techniques, and how we could strengthen our Pro Shop sales and profitability. Attara and Gibson will implement several of the suggestions as we enter into the 2019 golf year. Adjunctively, Mike indicated that his team is still reviewing various new logos, which, when utilized, should stimulate apparel and equipment sales.

It was noted that several members of the Committee have received complaints about the condition of the greens, and while weather is certainly a factor, both Attara and Gibson indicated that they are addressing the situation. Toward that end, Mark Peterson will be returning full time as Golf Course Superintendent with Jennifer Torres as Associate Superintendent.

Last month's meeting minutes were reviewed, then Colin Marsh moved to approve, Adam Reiss seconded, and all were in favor.

Rodger Owen moved to adjourn, Mark Ellison seconded, and all were in favor.

Next meeting will be at 7:00 on March 18 at the Club.

Respectfully submitted, Jim Richardson, Recording Secretary



Makefield GC Report thru January - 2019

<u>GOLF – 2 YEAR BENCHMARKS (as of 1/31)</u>	<u>2018</u>	<u>\$per/Rd</u>	<u>2019</u>	<u>\$per/Rd</u>	<u>Budget</u>
Total Rounds Played	298		304		400
Days Closed	# 15		# 16		
Green Fees	\$ 10,783		\$ 8,093		\$8,000
Cart Fees	\$ 2,270		\$ 2,117		\$2,117
 Total Greens Fees & Carts	<u>\$13,053</u>	\$43.80	<u>\$10,210</u>	\$33.58	\$10,117
Range Fees	\$436	\$1.46	\$752	\$2.47	\$1,600
Shop Merchandise	\$2,727	\$9.15	\$632	\$2.07	\$600
Food Total Revenue (as of 1/31)	\$9,374	\$31.45	\$6,661	\$21.91	\$11,800
Highlands Grille Rev	\$2,621	\$8.79	\$3,286	\$10.80	\$6,800
Banquets/Events	\$6,753	\$41.23	\$3,375	\$24.10	\$5,000

Golf Course Update

- **Closed 16 days during the month of January.** We ended up with **304 rounds** played against a budget of **400 (76%)**. Range revenue for the month was **\$752 against budget of \$1,600** and merchandise revenue for month was **\$632 against budget of \$600 (105.3%)**.
- **15 Golf Outings – 2 New 2019 (April & September)**

Operations/Staff Update

- **F&B Management**
 - Executive Chef Position has been posted on Indeed & Craig’s List. Facebook job post as well. 19 Resumes have been received for review as of 2/11.
 - F&B Manager Position has been posted as well as above. 12 candidates have responded.

FOOD & BEV

- Revenues were **\$6,661 against a budget of \$11,800 (56.45%)**
- Breakdown was Grille **\$3,286 against a budget of \$6,800 (48.32%)** and Banquets/Events **\$3,375 against a budget of \$5,000**



- 2 Events were had in January (Both repasses). We had 1 event in 2017 was bat mitzvah.
- 4 events booked in February 2019. We had "0" events in February 2018.
- Ellen DePledge (Office manager) and Greg are working well together thru this interim period. Please review call log inquiry report.

COURSE & GROUNDS

Course Conditions- The wet/ frozen conditions continued throughout the month of January. We were forced to keep carts on the paths to protect the playing conditions. The greens are taking a lot of abuse with many ball marks resulting with high play during the times temps rose into the mid 50's and all areas are very wet.

- Holes 12 – 15 considering putting up temporary greens to protect excess foot traffic and ball marks on greens that are healing.

Aerification Schedule – Greens- April 1&2
Tees- April 15-16
Fairways- Spring 2019

We are starting early as possible to get the course ready for the May 6 US Open Qualifier.

Bunkers- Once seasonal staff returns we will continue to add sand to many of the bunkers. We will also be sodding some of the bunker surrounds.

Range/ Practice Area- Tee and Chipping Area covered for the winter

Labor- Reached out to BCTHS about the Internship and Co-Op programs. On January 25 Cameron Craddock and I visited the school and met with teachers from the Landscaping and Floral Design, Outdoor Power Equipment, and Auto/Diesel Technology Programs. We have received an application from one student that was recommended by his teacher. We are finding that these students are in demand and that offering the minimum wage of \$7.25 will get no replies back.

MARKETING

- Tee Snap Monthly Report. (Review)
- OAA – open communication with Rae and Amanda. Menus and marketing materials up to date.

Capital

- Building Offseason maintenance in progress.
- Large Tvs wall mounts has been installed.
- Bar enhancements including mirror have been measured and early construction will start middle of the week.

2019 Rate Increases

- Senior & Junior