

Township of Lower Makefield
Golf Advisory Committee
Meeting Minutes, July 20, 2020

Golf Committee:

Richard Eisner, Chairman – present
Mark Ellison, Vice Chairman – present
Jim Richardson, Recording Secretary – present
David Dileo – present
Joe Daddario – present
Helen Bosley – present
Colin Marsh – present
Tim Collins – present
Kim Holt – present

Others:

Mike Attara, President, Spirit Golf Management – present
Ed Gibson, General Manager – present
Mark Peterson, Head Superintendent – present

Meeting Notes;

1. Rich Eisner opened the meeting promptly at 7:00 p.m.
2. Mike Attara led off with the bad news that we are well behind in overall revenue, and that as expected, golf rounds are well down. On the other hand, he said, while food & beverage sales are down, the fittings program is very strong, and range use is very good. As part of the negative, he stated that the 2 ½ % credit card fee we must pay hurts.
3. Rich Eisner pointed out that moving from 10 minute to 12 minute tee times, a safety move, certainly cuts down on number of rounds played in a given period.
4. Ed Gibson pointed out that the situation is on the improve, with July tee times ahead of June, and July golf revenue at \$207,000 versus \$193,000 for June. And even though the range is doing well, it is running behind last year. Food and Beverage is way down, he said, running almost 50% behind, which, as government mandate has dictated, is driven downward by us having only 24 seats available.
5. Ed then reported on our cart lease situation. Our lease is up, and our current cart batteries are worn out – usually lasting about four years each. In their evaluation, Ed, Mike, et al are considering shifting from electric carts to gas, which overall, is more efficient, and service costs are better. Yamaha, they said, might emerge as the winner of our business.

6. Ed also reported that there are other bright spots: the Junior Program is very strong, and the first Association outing was quite good.
7. Mark Peterson, Head Superintendent, reported that there has been insufficient rain for our needs, and we have necessarily had to purchase city water costing \$7,000.00, an unfortunate expense. The pond liners both need to be replaced, he said, which can cost as much as \$360,000.00 total. Furthermore, our well is not producing enough to make up the shortfall, and our two lakes aren't really large enough, especially in dry times.
8. Returning to a Food & Beverage thought, Mike reported that as they plan for the future, the tent may not end up as important as previously envisioned.
9. The meeting was adjourned, and the next, Zoom again, will be on September 21.

Respectfully submitted, Jim Richardson, Recording Secretary