

**TOWNSHIP OF LOWER MAKEFIELD
GOLF COMMITTEE MEETING MINUTES
MONDAY, April 11, 2011**

The regular meeting of the Golf Committee of the Township of Lower Makefield was held in the Lower Makefield Township Municipal building on Monday, April 11, 2011. Chairman Draper called the meeting to order at 7:00 p.m.

Golf Committee:

Frank Draper, Chairman
Richard Eisner, Vice Chairman
Darrell Kates, Secretary
Helen Bosley, member (absent)
Louis Busico, member
Pat Frain, member
Grace Godshalk, member (absent)
Chip Kern, member

Others:

Pete Stainthorpe, BOS Liaison
Mr. Mike Attara, Applied Golf
Bob Doria, General Manager & PGA Head Pro, MHGC
Bruce Fleming, Assistant Pro, MHGC
Mark Peterson, Superintendent, MHGC

GOLF COURSE UPDATE

Mr. Attara and Mr. Doria spoke about the bunker renovations that started last fall and will start again this fall. The pond on the ninth hole is still losing water. A permit was applied for a water drawdown to inspect the pipes and liner. Repairs are underway to correct another large leak near the pump house. An irrigation update will begin to increase efficiency of the system and heads will be added to the target greens on range. Audubon application is ongoing. Mr. Frain and a Girl Scout Troop worked with Mr. Peterson to build and install birdhouses on the course. Tree installation by a contractor on 1, 2, 9, 10, 11 and 12 will be put off until the fall to optimize successful planting. A contractor is coming to aerate tees on April 12th and 13th and green aeration will be done in-house on April 26th and April 27th.

OPERATIONS

Golf Course was open 29 days in March. Financial goals across all departments were met and were \$23,294 ahead of the budget figures. April is "Free Fitting & Trade Up Month". Nike Golf is sponsoring an event on April 23rd offering free fitting and will be taking trades-ins. Several "Demo Days" by Mizuno, Cobra, Taylor Made, Nike, PING are scheduled for May. The Women's Monday League has been expanded to 90 participants. The league is full and has gained the attention of the PGA and PGA Magazine. Men's Wednesday League has been

expanded and is fully subscribed for the 2011 season with 30 teams of 2 players. Sign-ups are continuing for the Junior programs. The first "Adult – Get Golf Ready" is slated for April 12th.

CAPITAL PROGRAM UPDATE

Mr. Attara and Mr. Doria updated the committee on the installation of a storage area in the cart barn for Food and Beverage. Quotes have been received for the tile work in the men's bathroom and the work will start shortly.

SALES AND MARKETING

March advertising is in Philly golf.com, at the Mad Golfer Range on Street Road and in the Yardley Voice Newspaper.

Highlands Grill offerings will be in the Highlander Award Club brochure. This program has over 700+ members.

The Web Site has been updated and revised for ease of use, links to events, clinics, camps and leagues.

FOOD AND BEVERAGE

Mr. Attara discussed some promotions in place to attract a breakfast crowd to the Highlands Grill. Banners are being designed for the Woodside entrance. Breakfast sandwich coupons are offered through the POS system to all players up to 2 PM. A new coffee vendor has been selected to improve breakfast and dining options.

Mr. Doria spoke about happy hours Monday to Friday. New menus are currently in place. Mother's Day Brunch is planned for May 8th.

The new chef has been released from his duties and Applied is working with Matt until a new chef is hired.

The Liquor License is still being processed. Some interviews need to be done and signatures obtained.

FINANCIAL

Mr. Attara noted that the course did 220 rounds this Sunday, April 10th and 175 rounds April 11th. Total rounds in March were 1792 which was above budget for March.

GOLF COMMITTEE

The Golf Committee discussed the need to fill the empty seat of Mark Adami who resigned recently. Mark was an original member of the Golf Committee. Mr. Stainthorpe noted that the BOS has conducted interviews and will appoint a new member to keep the committee at nine members.

A "Divot Day" and/or a day to pass out ball mark repair tools and get feedback from the golfers will be discussed further at the next meeting.

Mr. Draper noted that the two assistant professionals are giving many more lessons than the previous management company.

GREENS COMMITTEE

The green committee needs a 4th member to replace Mark Adami.

On Saturday April 2nd the Green Committee met at the course. The improvements made at the 14th and 15th holes are really dramatic. Mr. Peterson and his staff removed many dead or dying trees and cleared the invasives and underbrush in a large area. The creek area on the 16th and 18th fairways is being maintained nicely. Different flowers are now visible in these areas which had previously been crowded out by the invasive species that were allowed to flourish.

The next meeting of the Golf Committee will be held on Monday, May 9th in the Lower Makefield Township building, at 7PM.

A motion was made to adjourn by Mr. Kern and seconded by Mr. Eisner. The motion carried unanimously.

There being no further business the meeting adjourned.

Respectfully Submitted,



Darrell Kates, Committee Secretary