

Township of Lower Makefield

Golf Committee Meeting Minutes

Date: Monday, April 11 2016

Golf Committee:

Richard Eisner, Chairman – Present

Helen Bosely, Vice Chairman – Absent

Adam Reiss, Secretary – Present

Grace Godshalk, Member – Present

Pat Frain, Member – Present

Mark Ellison, Member – Present

Tom Taylor, Member – Present

Andy Strock, Member – Present

Jim Richardson, Member – Present

Jeff Benedetto, BOS Liason – Present

Others:

Mike Attara, Spirit Golf Management – Present

Bob Doria, GM & Head Pro, MHGC – Absent

Ed Gibson, Director of Golf – Absent

Mark Peterson, Superintendent – Present

1. Golf Course Update:

See attached MHGC Report

2. Operations:

See attached MHGC Report

3. Capital Program Update:

See attached MHGC Report

4. Sales and Marketing:

See attached MHGC Report

5. Food and Beverage:

See attached MHGC Report

6. Golf Committee Discussions:

- a. Spirit Management has put in calls to two contractors to discuss Bunker Renovation ideas for MHGC.
- b. There has been many events that have been booked for future use of MHGC.
- c. MHGC may use the CoStars program through the Township to try and save money on a new cart fleet if possible.

7. Greens Committee:

- a. Aeration of the Tees will happen this week.
- b. Aeration of the Fairways will happen next week.

Approval of Golf Committee Minutes:

Being that the minutes for the previous month were not finished, the Golf Committee could not approve the March Minutes.

The next meeting of the Golf Committee will be held on Monday, May 9 2016 in the Lower Makefield Township Building at 7:00 pm.

Rich Eisner moved and Pat Frain seconded the motion to adjourn the meeting. The motion carried unanimously. There being no further business, the meeting adjourned at 7:35 pm.

Respectfully Submitted,

Adam Reiss, Golf Committee Secretary

Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

Financial Update

See Attached

Golf Course Update

- Course was closed 21 days due to weather in March with 3,082 rounds played.
- Greens are presently being rolled to smooth out ball marks as no growth is occurring.
- Aeration has been rescheduled due to cold soil temperature. Aeration will take place May 3rd and 4th after Mid-Am Qualifier.
- Reached out to Rick Jacobson regarding bunker issues discussed during last meeting. Awaiting response.
- Preparations on paving repairs on cart paths completed. Awaiting timing from township on expansion paving of cart paths.

Operations/Activities

- Golf course was open for play 31 days during March with **3,082** rounds played (second highest amount in past 7 season). Golf Revenues were up substantially during the month \$140,690 versus a plan of \$75,840 (185.5%). Green Fees (184.1%), Cart (177.9%) and Merchandise (219%) and Handicap Fees (725%) again led the category. Last year there was no revenue during the month of February.
- Overall facility revenues for March were 179.4% of projections (\$174,653 vs. \$97,340).
- Discussed ramification of extending opening hours by 15 minutes in the AM. Will put into place once full rates go into play on 5/1.
- Chip card readers have been installed and are working properly. Still awaiting IBS software update for fingerprint scanner. Resolution time unknown.

F & B

- Food and Beverage revenues were ahead of budget for March with \$33,963 versus a plan of \$21,500 (157.9%).
- New menu was launched in the Highlands Grille for the Spring on April 6th.
- Alix Charen new Event Coordinator joined Makefield on 4/2 and will oversee bookings and events
- Nine events are slated for the Highlands Grille in the month of April.
- Tent slated for installation on April 14th.

Highlands Golf Management LLC

- Meeting with caterers and Bucks Mont Rentals to develop planning for the upcoming season's tent utilization.
- Set up meeting with Special Events Committee for fundraiser for Manor House.

Academy/Range

- Hired Howie Hirsch as the new Teaching Professional. Howie has extensive experience and was a member of the Canadian Tour in the early 80's He comes to us from Lookaway Country Club.
- All Academy programming has been released via Social Media and the web site. New brochures have been prepared for the upcoming season and demo days have been established during the month of April.
- April Get Golf Ready Clinics current have 9 for the 1.0 session and 4 for the 2.0 session enrolled.

Sales & Marketing

- Marketing materials (wedding and banquet) information is being finalized.
- Finalizing wedding menus and banquet offerings.

Capital and Projects

- Cart fleet replacement (June/July 2016)
- Pond #9

April 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 Aertrion ONLY 9 Holes Available Phila. PGA Meeting Bob/Vin/Ed Out	5 Aertrion ONLY 9 Holes Available	6 RSD OFF GGR 1.0—6-7:15p	7	8	9 GGR 2.0—2-3:15p
10 GAP Matches—Wk1 TT 9:00-10:40	11 RSD OFF—Phillies Opening Day	12	13 GGR 1.0—6-7:15p	14	15	16 MHGC Opening Day TT Begin 9AM GGR 2.0—2-3:15p
17 GAP Matches—Wk2 TT 9:00-10:40	18	19 GAP Course Rating Team 9AM	20 RSD OFF GGR 1.0—6-7:15p	21	22 PING Demo Day 2-6p	23 GGR 2.0—2-3:15p
24 Calloway Demo Day 10a-2p	25	26 GGR 1.0—6-7:15p	27 RSD OFF	28	29 Titleist Fitting Day 2-6p	30 Mizune Demo Day 10a-2p GGR 2.0—2-3:15p

Pro Shop Hours April 1st-17th 7:15AM—7:30PM First Tee Time 7:30AM
 Twilight 3PM—April 18th-30th 6:45AM—8PM First Tee Time 7:00AM
 Highlands Grille 7:30AM-8:30PM 4/1-4/17, 4/18-4/30 9PM
 League Nights—Last call 10PM

— League
 —Food & Beverage/Events,
 Red—Golf Events/Outings/Leagues
 Green—Clinics/Camps