

**Township of Lower Makefield  
Golf Committee Meeting Minutes**

**Date: Monday April 13, 2015**

**Golf Committee:**

**Richard Eisner, Chairman - Present**  
**Helen Bosely, Vice Chairman - Present**  
**Adam Reiss, Secretary - Present**  
**Grace Godshalk, Member – Present**  
**Pat Frain, Member – Present**  
**Mark Ellison, Member – Absent**  
**Tom Taylor, Member – Absent**  
**Andy Strock, Member – Present**  
**Jim Richardson, Member – Present**  
**Ron Smith, BOS Liason – Absent**

**Others:**

**Mike Attara, Spirit Golf Management – Present**  
**Bob Doria, GM & Head Pro, MHGC – Present**  
**Ed Gibson, Director of Golf – Absent**  
**Mark Peterson, Superintendent – Present**

- 1. Golf Course Update:** See attached Highlands Golf Management Report
- 2. Operations:** See attached Highlands Golf Management Report
- 3. Capital Program Update:** See attached Highlands Golf Management Report
- 4. Sales and Marketing:** See attached Highlands Golf Management Report

## **5. Food and Beverage:**

See attached Highlands Golf Management Report

## **6. Golf Committee Discussions:**

- a. The New Bridge on #18 Fairway should be completed by April 26.
- b. The remodel of the Kitchen is under budget and finished.
- c. The Ladies Bathroom is finished and the women of MHGC seem to be thrilled at the new look. The Ladies Bathroom came in at \$4000.00 under budget.
- d. March was a bad month financially because of the horrible weather .
- e. The Callaway short game clinic is sold out for Friday April 17. The staff is planning to offer a second clinic at a future date because of the success of the initial offering.
- f. Spirit Management will email the Golf Committee the new contract for the Tent Approval that is being sent to the BOS.
- g. There will be three tiers of Caterers for use at MHGC . This way, potential customers will have options in pricing and services.
- h. The Golf Committee needs a Pro-form look at an increase on Green Fees for the future.
- i. Painting of the Silo is being discussed between Spirit Management and Lower Makefield Public Works.
- j. The Audobon Certification needs to be presented at the BOS Meeting in the near future.

## **7. Greens Committee:**

- a. There were no discussions with the Greens Committee being that the weather has prevented anyone to check on the Golf Course.

**Approval of Golf Committee Minutes:**

Pat Frain moved and Andy Strock seconded the motion to approve the March 9, 2015 Golf Committee Minutes as written. The motion carried with no abstentions.

The next meeting of the Golf Committee will be held on Monday May 11, 2015 in the Lower Makefield Township Building at 7:00 pm.

Adam Reiss moved and Helen Bosely seconded the motion to adjourn the meeting. The motion carried unanimously. There being no further business, the meeting adjourned at 8:20 pm

**Respectfully Submitted,**

**Adam Reiss, Golf Committee Secretary**

# Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

April 13, 2015

## Financial Update

See Attached

## Golf Course Update

- Course was closed 22 days due to weather in March. We were able to reopen briefly on March 17<sup>th</sup> but the 6" of snow forced a closing for an additional 5 days on March 21<sup>st</sup>.
- Aeration is planned for April 13<sup>th</sup> and 14<sup>th</sup>. Reduced rates will be in effect for the week.

## Operations/Activities

- Golf course was open for play 9 days during March with 420 rounds played. Golf Revenues were down substantially from anticipated projections due to weather. (\$17,447 vs \$106,300)
- With the slow start to the season we are diligently managing labor and operating expenses with the slow start to the season.
- League materials have been sent to all prior participants and responses are now being received. Modification to both the Men's and Women's League based on participant input will hope to enhance this year's programs. Women's league is now at capacity 100 women have signed up. The Men's league is at capacity of 96 players/48 teams.
- The Tuesday Industrial league has expanded to fill the void left by the departing Lockheed League with 16 – 6 man teams for the 2015 season. They began play April 7<sup>th</sup>.
- Makefield Highlands Golf Association information and tournament schedule has been posted on the web site and sent to last year's participants.
- Heating system was repaired at a final cost of over 8K dollars. This will be allocated to Capital Expenses for the 2015 year.
- GAP matches will take place April 19<sup>th</sup>, 26<sup>th</sup> and May 3<sup>rd</sup> this season with three teams representing Makefield.
- The St. Patrick Day Scramble slated for March 17<sup>th</sup> was cancelled due to weather.

# Highlands Golf Management LLC

## F & B

- Food and Beverage revenues were minimal during the month of March with only the bar and hot dogs available during the open days
- FB hourly staff have been laid off during the month due to snow cover on the course and minimal activities.
- A new 8 tap glycol beer system has been installed in the Highlands Grill. We will have four standard tap items as well as 4 rotating specialty beers throughout the season.
- New menu is being developed for the May re-launch of the restaurant that will best utilize the new equipment and offer expanded offering for the grille.

## Academy/Range

- A meeting with USKids Golf about branding the junior golf academy for the coming 2015 season to increase visibility locally and nationally was held.
- Installed 6 new Fiberbuilt mats as well as replace the ball machine prior to the start of the season.
- Demo days and programming for 2015 have been established and are available on the web site.

## Sales & Marketing

- Web site has been updated for the 2015 season for consistency and ease of use.
- Marketing materials (rate cards, wedding and banquet) information is being finalized
- Plans to re-launch Highlands Grille in May with a soft opening slated for April 1<sup>st</sup> and a formal reopening May 1<sup>st</sup>.
- Finalizing wedding menus to tie in with tent approval at April BOS meeting. Tent is slated to be installed by May 15th

## Capital and Projects

- Kitchen expansion is complete and restaurant is open for business.
- Ladies bathroom renovation is complete.
- On Course Bathroom – Spring 2015
- Bridge #18 – Installed
- Pond Repair (TBD)

5:54 PM

04/13/15

^ccrual Basis

**Makefield Highlands Golf Course**  
**Profit & Loss Budget vs. Actual**  
**March 2015**

	Mar 15	Budget	% of Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>Revenues</b>			
Carts	2,523.04	21,000.00	12.0%
Course & Grounds	9,448.30	67,500.00	14.0%
Food & Beverage	4,830.03	21,500.00	22.5%
Golf Shop	2,839.28	7,800.00	36.4%
Range	2,796.00	10,000.00	28.0%
<b>Total Revenues</b>	22,436.65	127,800.00	17.6%
<b>Total Income</b>	22,436.65	127,800.00	17.6%
<b>Cost of Goods Sold</b>			
<b>Cost of Sales</b>			
F&B Cogs	1,129.79	5,171.00	21.8%
Golf Shop Cogs	327.00	4,656.00	7.0%
<b>Total Cost of Sales</b>	1,456.79	9,827.00	14.8%
<b>Total COGS</b>	1,456.79	9,827.00	14.8%
<b>Gross Profit</b>	20,979.86	117,973.00	17.8%
<b>Expense</b>			
<b>Expenses</b>			
Carts Expenses	6,574.00	6,794.00	96.8%
Course & Grounds Expenses	10,587.07	20,850.00	50.8%
Food & Beverage Expenses	1,579.56	2,860.00	55.2%
General & Admin Expenses	9,063.01	11,932.00	76.0%
Golf Shop Expenses	3,560.92	8,375.00	42.5%
Marketing Expenses	2,595.00	3,300.00	78.6%
Range Expenses	0.00	17,000.00	0.0%
<b>Total Expenses</b>	33,959.56	71,111.00	47.8%
<b>Payroll</b>	40,534.70	83,019.00	48.8%
<b>Total Expense</b>	74,494.26	154,130.00	48.3%
<b>Net Ordinary Income</b>	-53,514.40	-36,157.00	148.0%
<b>Other Income/Expense</b>			
<b>Other Income</b>			
367-192 · Interest Income	16.70		
<b>Total Other Income</b>	16.70		
<b>Other Expense</b>			
462-370 · Equipment Lease	5,900.93	5,900.00	100.0%
465-400 · Cash Over/Short -PS	30.04		
468-312 · Management Fee	7,500.00	7,500.00	100.0%
468-700 · Capital Projects	30,399.80		
471-000 · Principal - Debt Service	0.00	0.00	0.0%
472-002 · Interest Expense -Debt Service	6,733.91	9,657.00	69.7%
<b>Total Other Expense</b>	50,564.68	23,057.00	219.3%
<b>Net Other Income</b>	-50,547.98	-23,057.00	219.2%
<b>Net Income</b>	-104,062.38	-59,214.00	175.7%