

**Township of Lower Makefield
Golf Committee Meeting Minutes
Date: Monday, August 10 2015**

Golf Committee:

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

Others:

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

1. Golf Course Update:

See attached MHGC Management Report

2. Operations:

See attached MHGC Management Report

3. Capital Program Update:

See attached MHGC Management Report



4. Sales and Marketing:

See attached MHGC Management Report

5. Food and Beverage:

See attached MHGC Management Report

6. Golf Committee Discussions:

- a. MHGC is in the process of trying to conserve as much water as possible because of the lack of rain.
- b. The Television show Inside Golf, which is on the Comcast Channel is planning to come to MHGC to film an episode on August 20, 2015. The airing of the show should be on T.V. in the near future.
- c. The popularity of MHGC Pee-Wee golf camps has been overwhelming. There were 5 camps originally planned. However, because of it's success, there will be 3 more camps planned to bring the number to 8.
- d. MHGC/ Spirit Golf Management is in the process of talking to multiple Golf Cart companies about signing a new lease for golf carts in 2016.
- e. The V.I.P. Golf outing is scheduled for October 15, 2015.

6. Greens Committee:

- a. The Greens Committee consisting of Adam Reiss, Andy Strock and Jim Richardson met at MHGC on August 3, 2015 to do a golf course inspection. The notes as followed explain the issues that these committee members noticed on inspection.
- b. There are a total of 77 Sand Bunkers at MHGC. Some are quite large and are not easily kept because of their pitch and design.
- c. The Liners in many Sand Bunkers are coming up because of local Fox's who have a fascination of burrowing in the Sand Traps. The Committee noticed Liners in numerous bunkers coming up.
- d. The Fence behind # 5 Tee is in bad shape and needs upkeep.
- e. Because of the Liner issue, there is Crab Grass growing in some of these bunkers. This should be an easy fix by the grounds crew.
- f. The Bridges on # 16 and # 18 need upkeep. Our Superintendent Mark Peterson has already told the committee that he plans on fixing the issues with the Bridges.



Approval of Golf Committee Minutes:

Rich Eisner moved and **Grace Godshalk** seconded the motion to approve the July 13, 2015 Golf Committee Minutes as written. The motion carried with zero abstentions.

The next meeting of the Golf Committee will be held on Monday September 14, 2015 in the Lower Makefield Township building at 7:00 pm. Being that this Monday is the first night of the Jewish holiday of Rosh Hashanna, the meeting may be rescheduled to a future date.

Adam Reiss moved and **Mark Ellison** seconded the motion to adjourn the meeting. The motion carried. There being no further business, the meeting adjourned at 8:07 pm.

Respectfully Submitted,

Adam Reiss, Golf Committee Secretary



Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

August 10, 2015

Financial Update

See Attached

Golf Course Update

- Course was closed 2 days due to weather in with 6,511 rounds played. Revenue shortcomings during the month centered on the loss of Tuesday night league (1 evening) with rain and the excessive heat 103 with heat index cancelling the Women's league on 7/13.
- Due to the high heat during the month the course is stressed and greens were small tine aerated to allow air circulation and root growth. Hand watering of hot spots is on-going and water conservation programs are in place to ensure that we make it through the heat of the summer and do not have to purchase additional water.

Operations/Activities

- Golf course was open for play 29 days during June with 6,511 rounds played (up 3.5% from 2014). Golf Revenues were \$330,507 versus a plan of \$340,280. (97.13%).
- Overall facility revenues were at 94.21% of projections (\$409,136 vs \$434,280) with carts and range revenue as well as beer and liquor sales being monthly leaders.
- Discussions on photo ID's for residents are moving forward with the purchase of a photo machine slated for Fall 2015.

F & B

- Food and Beverage revenues were behind budget (83.65%) with beer revenues 100.4% and liquor 108% ahead of budget. F&B revenue at \$78,628 was the highest July in the past 6 season. Budget shortfall was due in part to anticipating having the tent operational by this time of the season.
- The tent is nearing completion with framing scheduled for the week of August 10th. All hardscaping is now complete and paving will take place the week of August 18th.

Highlands Golf Management LLC

Academy/Range

- Junior 5 day camps are starting in July and pre-registration is on target for a great year. July camps and clinics reached capacity and additional Pee-Wee sessions were been added to meet demand.
- Range revenue continues to show no signs of a downturn with 5.1% increase over last year at this time.
- Callaway will be doing a pre-launch of the new Big Bertha Drivers and Mack Daddy 3 Wedges on August 22nd from 11a-2p.
- Vokey Short Game clinic is slated for August 29th with Ed Gibson and Vin Piazza. This program includes a Vokey wedge as well as 2 hours of instruction for \$150.

Sales & Marketing

- Finalizing wedding menus, marketing materials and planning for launch of the tent in July.
- Inside Golf will be doing a feature on August 20th on Makefield Highlands highlighting the new wedding venue, Highlands Grill, golfboards and lessons from the professional staff.
- Continuing to keep public involved with our social media sites, Twitter, Facebook, Instagram and most recently Pintrest (with our wedding venue).
- Installed a new banner by McCaffreys on Oxford Valley Rd.

Capital and Projects

- Tent
- Clubhouse landscaping
- Pond Repair (TBD)
- Paving repairs

Makefield Highlands Golf Club

2015 Daily Sales Report

MONTH: July
 DATE: 31
 DAY: Friday
 WEATHER: sunny
 OPEN/CLOSED: open

Days in Month 31
 Percentage Completed 100%
 Average Golf Fees \$ 57.23
 Average F&B Fees \$ 13.81
 Average Misc. Fees \$ -
 Total Revenue Per Player \$ 71.04

GOLF ROUNDS	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Total Daily Rounds - Weekday		3,033	73.17%	4,145	(1,112)
Total Daily Rounds - Weekend	226	3,084	146.51%	2,105	979
Total Daily Rounds - Outings		99	N/A	0	99
Total Daily Rounds - Comp	8	295	N/A	0	295
Total Daily Rounds - Misc.		0	N/A	0	0
TOTAL ROUNDS	234	6,511	104.18%	6,250	261

GOLF REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Greens Fees	8,224	201,248	92.00%	218,750	(17,502)
Cart Fees	2,916	78,929	112.76%	70,000	8,929
Range Fees	1,400	25,411	115.50%	22,000	3,411
Merchandise	803	19,945	77.07%	25,880	(5,935)
Handicap Fee	0	346	69.20%	500	(154)
Other Income	49	4,629	146.95%	3,150	1,479
Discounts	0	0	N/A	0	0
TOTAL GOLF REVENUE	13,393	330,507	97.13%	340,280	(9,773)

GRILLE, BAR & BANQUET REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Food	1,288	35,750	79.44%	45,000	(9,250)
Beverage	444	9,875	59.85%	16,500	(6,625)
Beer	974	24,097	100.40%	24,000	97
Wine	78	1,343	89.53%	1,500	(157)
Liquor	447	7,564	108.06%	7,000	564
TOTAL GRILLE, BAR & BANQUET REVENUE	3,230	78,628	83.65%	94,000	(15,372)

OTHER F&B REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Service Charge		0	N/A	0	0
Room Rental		0	N/A	0	0
Other Income		0	N/A	0	0
TOTAL F&B OTHER REVENUE	0	0	N/A	0	0

OTHER MISC. REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
A&G Revenue		0	N/A	0	0
		0	N/A	0	0
		0	N/A	0	0
TOTAL OTHER MISC. REVENUE	0	0	N/A	0	0

RAND TOTALS	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
	16,623	409,136	94.21%	434,280	(25,144)

Advance Deposits Collected		\$0.00
Tax Collected		\$0.00
Misc.		\$0.00

Confidential

August 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
AUG 30 Couples Nine & Dine 5pm SG—72 pp	AUG 31 Women's League 5PM Wk17					1
2 Rebet Sweet 16 1-5pm	3 Women's League 5PM Wk 13 3Day Tour Camp 1:30-4:30p	4 Industrial League 5PM SG 3Day Tour Camp 1:30-4:30p Pee Wee Clinic 5:15	5 Men's League 5PM SG 3Day Tour Camp 1:30-4:30p	6 US Kids Tour 11a-1:30p TT Start Pee Wee Clinic 5:15p	7	8 McLaughlin B'Day 4-7pm GGR 2.0 2pm
9	10 Women's League 5PM Wk 14 5 Day Camp 8-1p	11 Industrial League 5PM SG GGR 2.0 2pm 5 Day Camp 8-1p	12 Men's League 5PM SG GGR 1.0 6pm 5 Day Camp 8-1p	13 5 Day Camp 8-1p	14 5 Day Camp 1-4p	15 MHGA Stableford TT 8:30AM GGR 2.0 2pm
16 Singles Golf 6PM MSG	17 Chemical Club of Philadelphia 11 AM MSG—40 pp Women's League 5PM Wk 15 Jr GGR 4PM	18 Women's Invitational 9AM SG Industrial League 5PM SG	19 Men's League 5PM SG Jr GGR 4PM GGR 1.0 6pm	20	21 Live Music 6-10PM Infinite Bandwidth	22 GGR 2.0 2pm Callaway New Product launch 11a-2p
23	24 Women's League 5PM Wk 16 Jr GGR 4PM	25 Industrial League 5PM SG Jr GGR 4PM	26 Men's League 5PM SG GGR 1.0 6pm	27	28	29 GGR 2.0 2pm Titelst Vokey Short Game Clinic 1-3p

Pro Shop Hours 6:15AM—8PM First Tee Time 6:30AM
Starting 8/3
Highlands Grille 7AM-9PM

Purple—League
Blue—Food & Beverage/Events.
Red—Golf Events/Outings/Leagues
Green—Clinics/Camps