

**Township of Lower Makefield**  
**Golf Committee Meeting Minutes**  
**Date: Monday, December 14, 2015**

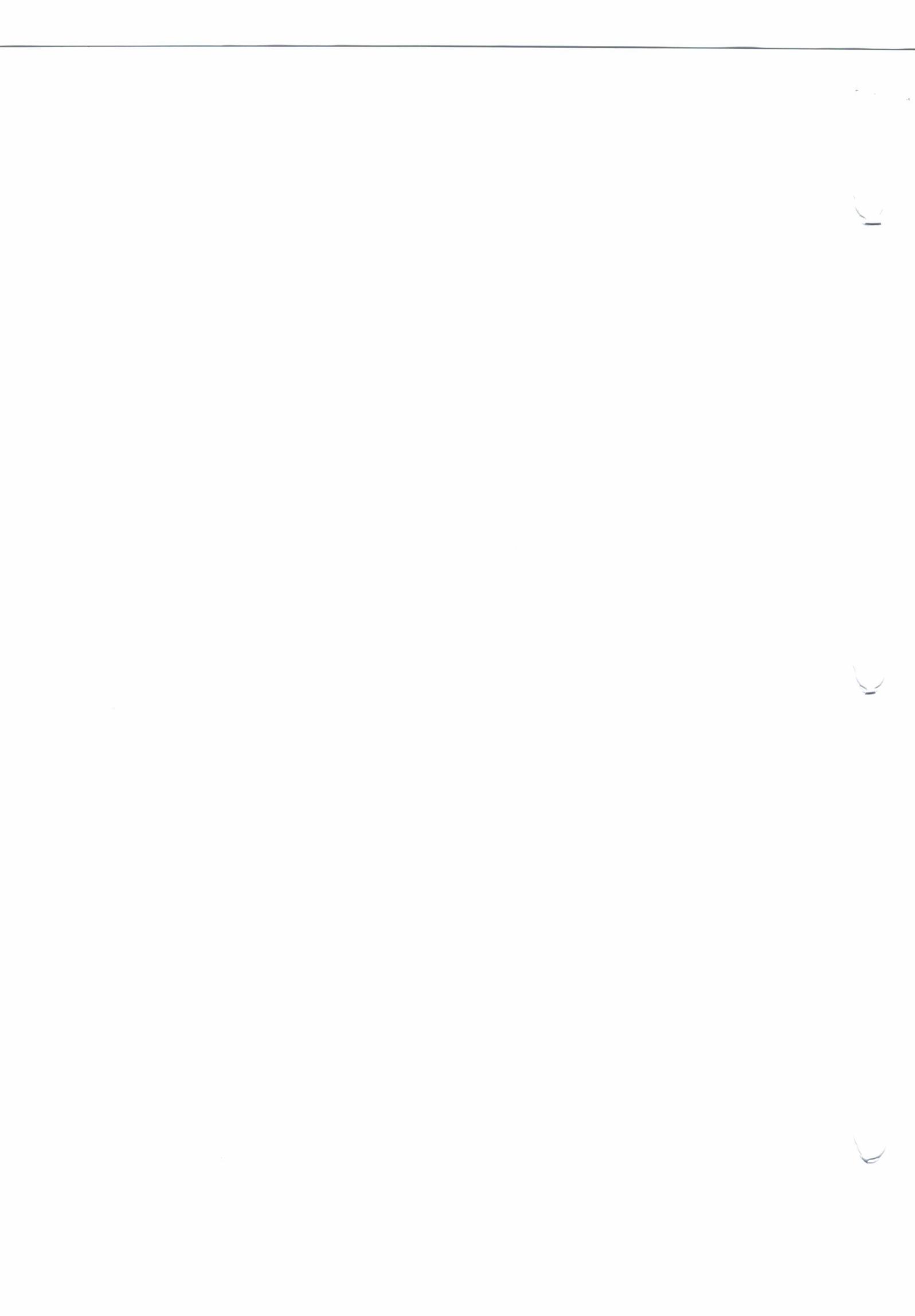
**Golf Committee:**

**Richard Eisner, Chairman – Present**  
**Helen Bosely, Vice Chairman – Present**  
**Adam Reiss, Secretary – Present**  
**Grace Godshalk, Member – Present**  
**Pat Frain, Member – Absent**  
**Mark Ellison, Member – Absent**  
**Tom Taylor, Member – Present**  
**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 – Present**  
**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 Golf Management Report
- 4. Sales and Marketing:**  
See attached Golf Management Report



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

See attached Highlands Golf Management Report

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

- a.** The Financial Updates are not done for November 2015. They should be done in the near future and given to the Township when finished.
- b.** The numbers for revenue are looking good for the months of November and December because of the great weather we have been having.
- c.** The Golf Course is running Double Tee Time starts for every morning. The reason to do this is because of frost on the golf course in the morning.
- d.** The Tent was taken down for the season. The Tent should be put up again by mid April. Obviously, weather would impact any delays in the Tent going back up by that time.
- e.** MHGC is in the process of looking for a new Golf Instructor for the 2016 season.
- f.** There are Two events booked to use the Tent in 2016 so far. Over the next Three months, there should be great interest in more bookings for 2016.
- g.** There has been talk between the Committee and MHGC Management about an increase in fees for the upcoming year and beyond. The talks are still ongoing. We all decided to wait until we hear about what the State of Pennsylvania will do with their new budget and Tax plans. Supposedly, the Governor of Pennsylvania is proposing that Entertainment be taxed and this will affect the Golf Course if this is put into law. Once a decision is made by the State, the Golf Committee will make our decision and bring this to the Board of Supervisors of LMT.

## **7. Greens Committee:**

- a.** The Greens at MHGC are in great shape and the Superintendent has set up a two-cup system on all greens. Doing this helps keep the greens healthy this time of year because of all the extra play we have been getting because of the great weather.
- b.** In Spring 2016, MHGC will be doing some Bunker Renovation. The Bunkers and Holes have not been decided as of yet. When Winter is over, the management team and Greens Committee will do a course tour and figure out which Bunkers need the most attention.
- c.** The Bunker Blankets have been taken out of 16 Bunkers. This was done to protect the Bunkers because Fox's have been burrowing in them.



**Approval of Golf Committee Minutes:**

**Helen Bosely** moved and **Andy Stroch** seconded the motion to approve the **October 2015** Golf Committee Meeting Minutes as written. The Motion carried with zero abstentions.

**Jim Richardson** moved and **Rich Eisner** seconded the motion to approve the **November 2015** Golf Committee Meeting Minutes as written. The motion carried with zero abstentions.

The next Golf Committee meeting will be held on **Monday January 11, 2016** in the Lower Makefield Township Building at **7:00 pm**.

**Adam Reiss** moved and **Jim Richardson** seconded the motion to adjourn the meeting. The motion carried. There being no further business, the meeting adjourned at **7:39 pm**.

**Respectfully Submitted,**

**Adam Reiss, Golf Committee Secretary**



# Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

December 11, 2015

## Financial Update

See Attached

## Golf Course Update

- Course was closed 2 days due to weather in November with 2,603 rounds played.
- Fescues have been mown down for the end of the season.
- Winter rates went into effect on November 23<sup>rd</sup> and tee markers were removed, irrigation system winterized, ball washers, coolers, porta potty's removed.

## Operations/Activities

- Golf course was open for play 28 days during November with **2,603** rounds played. Golf Revenues were up substantially during the month \$114,649 versus a plan of \$95,039. (120.63%). Green Fees, Cart (176.6%) and Merchandise (286.2%) again led the category.
- Overall facility revenues for November were 130% of projections (\$155,923 vs. \$119,939).
- The annual Superintendent's Revenge/Black Friday Scramble was sold out (128 players/32 Teams of 4) which resulted in \$12,800 in revenue for one day at the end of November.

## F & B

- Food and Beverage revenues were ahead of budget for November even with the aggressive forecast. (\$41,274 vs. \$24,900 – 165.76%)
- The 2016 budget has identified an additional position of Banquet Sales Consultant to attend and market Bridal Showcases and Chamber of Commerce events to further market the product in the marketplace.

## Academy/Range

- No further activity as the season has wound down.
- Planning is beginning for the 2016 season as to programming, dates for camps and clinics and times.

## Sales & Marketing

- Web site has been updated with new information on the "Courtyard at the Highlands" with new photos and promotional materials.
- Marketing materials for wedding is now available. (See brochure)

# *Highlands Golf Management LLC*

## **Capital and Projects**

- Cart fleet replacement (June/July 2016)
- Bathroom for #4
- Pond #9
- Rate changes for 2016
- Township resident identification