

**Township of Lower Makefield**

**Golf Committee Meeting Minutes**

**Date: Monday June 13, 2016**

**Golf Committee:**

**Richard Eisner, Chairman – Present**

**Helen Bosely, Vice Chairman – Present**

**Adam Reiss, Secretary – Present**

**Grace Godshalk, Member – Absent**

**Pat Frain, Member – Absent**

**Mark Ellison, Member – Present**

**Tom Taylor, Member – Present**

**Andy Strock, Member – Absent**

**Jim Richardson, Member – Present**

**Jeff Benedetto, BOS Liason – Present**

**Others:**

**Mike Attara, Spirit Golf Management – Absent**

**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 Report
- 2. Operations:**  
See attached Highlands Golf Report
- 3. Capital Program Update:**  
See attached Highlands Golf Report
- 4. Sales and Marketing:**  
See attached Highlands Golf Report
- 5. Food and Beverage:**  
See attached Highlands Golf Report



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

- a. The Pro Shop set a record for sales in the month of May. It was the highest total for 1 month since Spirit Golf took over management duties.
- b. The bad weather during the month of May caused projections not to meet expectations for May.
- c. There has been some discussion regarding the Manor House. This discussion has been ongoing about how to proceed going forward with what to do about the house. The Golf Committee believes that it needs to work with Spirit Golf and the Township on coming up with a Master Plan.
- d. Titlelist Golf Club Fittings have been great. MHGC is going to continue to have Titlelist come out frequently to hopefully sell more product.

## **7. Greens Committee:**

- a. Andy Strock and Jim Richardson performed a Golf Course drive thru one afternoon. Adam Reiss was unable to attend.
- b. The entrance to MHGC looks very good. The shrubs and Fescue grass is very appealing to the eye as you drive into the golf course.
- c. The Tent also looks good and is very inviting.
- d. The Sand Bunkers continue to be a problem. There were liners pulled up in many of the bunkers and the Greens Committee needs to figure out what the next step may be to address the issues regarding the bunkers.

### **Approval of Golf Committee Minutes:**

Being that the minutes were not finished for the month of May, there was no approval of the May minutes. The approval of May 2016 minutes will happen at the next meeting.

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

Richard Eisner moved and Mark Ellison seconded the motion to adjourn the meeting. The motion carried unanimously. There being no further business, the meeting adjourned at 8:02 pm.

Respectfully Submitted,

Adam Reiss, Golf Committee Secretary



# Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

June 13, 2016

## Financial Update

See Attached

## Golf Course Update

- Course was closed 6 days due to weather in May with 4,550 rounds played.
- Paving repairs on cart paths completed the first week of June.
- Aeration was performed on May 23<sup>rd</sup> and 24<sup>th</sup> with small solid tine aeration taking place. The greens have recovered nicely and have smoothed out over the past few weeks.
- Spraying of invasive weeds in the fescue was performed during the month. The fescues are coming in nicely and the course is in great shape.
- GAP Mid-Am Qualifier was held on May 2<sup>nd</sup> with 130 players participating. The course was once again lauded by the players and GAP staff for conditioning. We will be hosting the USGA Junior Boys Qualifier in June 2017 and US Open Qualifier in 2019.
- Makefield Highlands, GM Bob Doria was featured on the cover of the May Golf Business magazine as well as a 4 page article on the course and facility.

## Operations/Activities

- Golf course was open for play 25 days during May with **4,550** rounds played. Golf Revenues were down during the month due to the weather with \$255,240 versus a plan of \$311,885 (81.84%). Merchandise sales were the only bright spot with \$31,434 in sales during the month (136.67%) a seven season record.
- Overall facility revenues for May were 83.36% of projections (\$331,598 vs. \$397,785).
- Reposition of Handicapped Parking will take place during the month of June. Quotes have been received to repainting the lot and Makefield staff with reposition signage.
- Bid specs were disbursed to purchase/lease the new cart fleet to the three major manufacturers (EZGo, Yamaha, ClubCar). Bid submission is due by the end of June with anticipated delivery by August.
- Obtaining quotes on repair of maintenance building façade and irrigation building for repairs and painting during June.

# Highlands Golf Management LLC

## F & B

- Food and Beverage revenues were slightly budget for April with \$76,357 versus a plan of \$85,900 (88.9%). F&B revenues are up 27.2% versus last year with \$204,700 in revenues to date.
- Eight events are slated for the Highlands Grille in the month of June as well as a live music night on Friday, June 24<sup>th</sup> with Brian Smarlok from 6-9pm.
- Set up meeting with Special Events Committee for fundraiser for Manor House. An event date of October 15<sup>th</sup> has been selected.

## Academy/Range

- The Golf Academy continues to be very active with camps and clinic being sold out.
  - 3 Day Jr. Golf Camp – June 28<sup>th</sup>-30<sup>th</sup> (SOLD OUT – 12 Students)
  - May Jr. GGR – May 17<sup>th</sup>,19<sup>th</sup>,24<sup>th</sup>,26<sup>th</sup> (4 Students)
  - June Jr. GGR – June 7<sup>th</sup>,9<sup>th</sup>,14<sup>th</sup>,16<sup>th</sup> (SOLD OUT – 12 Students)
  - June Pee-Wee Clinic – June 7<sup>th</sup>,9<sup>th</sup>,14<sup>th</sup>,16<sup>th</sup> (SOLD OUT – 12 Students)
  - Adult GGR – May – (11 Students – 1 Spot Remains)
  - Adult GGR – June – (9 Students – 3 Spots Remain)
- PGA Junior league is again sold out (16 players) and Makefield will be playing against Trenton, Five Ponds, Spring Mill and Commonwealth. Matches started the first week of June.

## Sales & Marketing

- The tent has been rebranded as the Pavilion at Makefield Highlands. There are two scheduled events in the tent slated for June (Rehearsal Dinner and Graduation Party).
- Alex Charen has reached out to the Jewish Community marketing the Pavilion as a location for Bar and Bat Mitzvahs' as well as the local Funeral Directors for repasses.

## Capital and Projects

- Cart fleet replacement (August 2016)

# June 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
5 Pennsbury Track 100p 11-2p	6 Ladies League 5p	7 Jr. GGR 4-5:15p Pee Wee Clinics 5:15-6p Men's Industrial 5p	8 Adult GGR1.0 6-7:15p Men's MHGC League 5p	9 Jr. GGR 4-5:15p Pee Wee Clinics 5:15-6p Pennsbury Lacross 60p 6-9pm PAA Meeting 20p 8-10p	10 Bolum Rehearsal Party 50p 5:30-8:30p	11 MHGC Better Ball 9AM TT Start GGR 2.0 2-3:15p Pinkstone Bar Mitzvah 60p 6-10p
12 Moore Graduation 30p 1-4p	13 Bee Foundation Outing 9AM SG—40p Ladies League 5p	14 Jr. GGR 4-5:15p Pee Wee Clinics 5:15-6p Men's Industrial 5p	15 Adult GGR1.0 6-7:15p Men's MHGC League 5p	16 Jr. GGR 4-5:15p Pee Wee Clinics 5:15-6p Waste Mgmt. 35p 5:30-8:30p	17 Rob's Automotive Outing 1p 128p SG	18 GGR 2.0 2-3:15p Clark Graduation 75p 8-11p
19	20 Grey Nun Golf Academy Outing 9AM SG 50p Ladies League 5p	21 Men's Industrial 5p	22 Glenmede Golf Group 40p 11AM MSG Adult GGR1.0 6-7:15p Men's MHGC League 5p	23 Rumsey Electric Outing 1PM 20p TT	24 Buck-Bush Golf Outing 8AM SG Jennings Graduation 7-11p LIVE MUSIC Brian Smariok 6-9p	25 GGR 2.0 2-3:15p
26 Couples Nine & Dine 60p 5p MSG	27 Pro-Asst. Pro @ Seaview—All PGA Pros Out Of Office Ladies League 5p	28 Tour Camp 1:30-4:30 Adult GGR1.0 6-7:15p Men's Industrial 5p	29 Tour Camp 1:30-4:30 Men's MHGC League 5p	30 ISA Golf Outing 1PM Tour Camp 1:30-4:30		

Pro Shop Hours June 5:45AM—8PM First Tee Time 6AM  
 Twilight 4PM  
 Highlands Grille 6AM-9PM  
 League Nights—Last call 10PM

Purple— League  
 Blue—Food & Beverage/Events.  
 Red—Golf Events/Outings  
 Green—Clinics/Camps  
 Orange—Court yard Event

# Makefield Highlands Golf Club

## 2016 Daily Sales Report

MONTH: May  
 DATE: 31  
 DAY: Tuesday  
 WEATHER: sunny hot88  
 OPEN/CLOSED: open

Days in Month 31  
 Percentage Completed 100%

Average Golf Fees \$ 39.73  
 Average F&B Fees \$ 12.02  
 Average Misc. Fees \$ -  
 Total Revenue Per Player \$ 51.75

<i>GOLF ROUNDS</i>	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Total Daily Rounds - Weekday	205	2,418	84.10%	2,875	(457)
Total Daily Rounds - Weekend		1,925	79.38%	2,425	(500)
Total Daily Rounds - Outings		80	N/A	0	80
Total Daily Rounds - Comp	4	127	N/A	0	127
Total Daily Rounds - Misc.		0	N/A	0	0
<b>TOTAL ROUNDS</b>	<b>209</b>	<b>4,550</b>	<b>85.85%</b>	<b>5,300</b>	<b>(750)</b>

<i>GOLF REVENUE</i>	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Greens Fees	5,126	140,983	73.89%	190,800	(49,817)
Cart Fees	2,204	57,485	85.69%	67,085	(9,600)
Range Fees	846	21,952	82.84%	26,500	(4,548)
Merchandise	122	31,434	136.67%	23,000	8,434
Handicap Fee	0	2,055	102.75%	2,000	55
Other Income	5	1,331	53.24%	2,500	(1,169)
Discounts		0	N/A	0	0
<b>TOTAL GOLF REVENUE</b>	<b>8,303</b>	<b>255,240</b>	<b>81.84%</b>	<b>311,885</b>	<b>(56,645)</b>

<i>GRILLE, BAR &amp; BANQUET REVENUE</i>	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Food	1,120	37,765	83.92%	45,000	(7,235)
Beverage	379	7,961	94.78%	8,400	(439)
Beer	789	21,221	96.46%	22,000	(780)
Wine	44	2,609	173.93%	1,500	1,109
Liquor	180	6,802	75.58%	9,000	(2,198)
<b>TOTAL GRILLE, BAR &amp; BANQUET REVENUE</b>	<b>2,512</b>	<b>76,357</b>	<b>88.89%</b>	<b>85,900</b>	<b>(9,543)</b>

<i>OTHER F&amp;B REVENUE</i>	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
<b>TOTAL F&amp;B OTHER REVENUE</b>	<b>0</b>	<b>0</b>	<b>N/A</b>	<b>0</b>	

<i>OTHER MISC. REVENUE</i>	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
<b>TOTAL OTHER MISC. REVENUE</b>	<b>0</b>	<b>0</b>	<b>N/A</b>	<b>0</b>	

<b>GRAND TOTALS</b>	<b>10,815</b>	<b>331,598</b>	<b>83.36%</b>	<b>397,785</b>	<b>(66,187)</b>
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Advance Deposits Collected		\$0.00
Tax Collected		\$0.00
Misc.		\$0.00

427,105

STATISTICAL REPORT - 2016

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVERAGE	TOTAL
DAYS	31	28	31	30	31	30	31	31	30	31	30	30		364
DAYS CLOSED (WEATHER)	19	21	1.5	2	6									49.5
ROUNDS	641	566	2,873	4,183	4,550									12,813
COMP/EMPLOYEE ROUNDS	10	6	81	57	127									281
OUTING ROUNDS	-	-	128	-	213									341
GREEN FEES (\$)	\$ 16,061	\$ 17,251	\$ 79,917	\$ 122,485	\$ 140,983									\$ 376,697
CART FEES (\$)	\$ 3,501	\$ 3,694	\$ 27,024	\$ 48,838	\$ 57,485									\$ 140,542
RANGE (\$)	\$ 1,120	\$ 220	\$ 12,928	\$ 21,367	\$ 21,952									\$ 57,587
MERCHANDISE (\$)	\$ 3,370	\$ 1,407	\$ 13,285	\$ 18,475	\$ 31,434									\$ 67,971
FOOD & BEVERAGE (\$)	\$ 12,465	\$ 12,054	\$ 33,963	\$ 69,861	\$ 76,357									\$ 204,700
GREEN FEE REV./ROUND (LESS COMP/EMP RND)	\$ 25.45	\$ 30.81	\$ 28.62	\$ 29.69	\$ 31.87	#DIV/0!	\$ 28.13							
GREEN & CART REV./ROUND	\$ 30.52	\$ 37.40	\$ 38.30	\$ 41.52	\$ 44.87	#DIV/0!	\$ 33.96							
MERCH. REV./ROUND	\$ 5.26	\$ 2.49	\$ 4.62	\$ 4.42	\$ 6.91	#DIV/0!	\$ 3.87							
FOOD & BEV. REV./ROUND	\$ 19.45	\$ 21.30	\$ 11.82	\$ 16.70	\$ 16.78	#DIV/0!	\$ 20.37							
TOTAL GOLF (GF & CART)	\$ 19,562	\$ 20,945	\$ 106,941	\$ 171,323	\$ 198,468	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 517,239

JAN-MARCH 15/NOV 25-DEC 31  
 WINTER RATES  
 MARCH 21-APRIL 30/OCTOBER 24-NOV 25  
 SHOULDERS RATES  
 MAY 1-OCTOBER 24  
 IN SEASON RATES  
 CLOSED DEC 25 FOR CHRISTMAS HOLIDAY

STATISTICAL REPORT - 7 YEAR AVERAGE

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
DAYS	31	28	31	30	31	30	31	31	30	31	30	30	364
DAYS CLOSED (WEATHER)	17.7	20.3	10.3	1.0	1.4	1.2	1.3	0.9	1.7	1.8	4.2	8.5	70.3
ROUNDS	488	387	1,559	3,997	5,294	6,077	6,316	5,096	3,700	3,690	1,891	1,147	39,641
OUTING ROUNDS	-	9	51	18	234	370	267	133	269	306	97	10	1,763
GREEN FEES (\$)	11,437	9,465	47,697	125,172	184,080	213,319	211,368	202,447	150,157	125,298	54,050	26,093	\$ 1,360,583
CART FEES (\$)	2,513	1,943	14,807	41,938	61,375	70,311	70,188	68,964	53,064	45,410	19,707	7,448	\$ 457,668
RANGE (\$)	1,309	1,426	8,891	23,452	25,201	26,421	22,521	21,823	15,231	10,163	4,174	2,818	\$ 163,429
MERCHANDISE (\$)	2,486	1,880	7,177	14,703	25,374	23,937	17,423	20,170	17,145	16,367	7,284	7,445	\$ 161,391
FOOD & BEVERAGE (\$)	10,270	7,271	23,178	46,780	71,749	88,374	71,273	68,850	59,455	60,433	25,547	24,255	\$ 557,434
GREEN FEE REV./ROUND	\$ 20.39	\$ 24.41	\$ 27.35	\$ 31.21	\$ 35.03	\$ 35.10	\$ 33.47	\$ 39.72	\$ 40.59	\$ 34.16	\$ 28.58	\$ 22.74	\$ 31.06
GREEN & CART REV./ROUND	\$ 24.34	\$ 27.94	\$ 35.67	\$ 41.79	\$ 46.71	\$ 46.68	\$ 44.58	\$ 53.26	\$ 54.93	\$ 46.49	\$ 39.00	\$ 29.23	\$ 40.89
MERCH. REV./ROUND	\$ 5.02	\$ 5.38	\$ 4.21	\$ 3.69	\$ 4.89	\$ 3.94	\$ 2.76	\$ 3.96	\$ 4.63	\$ 4.46	\$ 3.85	\$ 6.49	\$ 4.44
FOOD & BEV. REV./ROUND	\$ 26.88	\$ 21.12	\$ 13.91	\$ 11.79	\$ 13.62	\$ 14.54	\$ 11.29	\$ 13.51	\$ 16.07	\$ 16.39	\$ 13.51	\$ 21.14	\$ 16.15

JAN-MARCH 15 WINTER RATES  
MARCH 16-APRIL 30/OCTOBER 28 SHOULDER RATES  
MAY 1-OCTOBER 27 IN SEASON RATES  
CLOSED DEC 25 FOR CHRISTMAS HOLIDAY