

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

Date: Monday June 15, 2015

Golf Committee:

Richard Eisner, Chairman – Present

Helen Bosley, Vice Chairman – Present

Adam Reiss, Secretary – Present

Grace Godshalk, Member – Present

Pat Frain, Member – Present

Mark Ellison, Member – Absent

Tom Taylor, Member – Present

Andy Strock, Member – Present

Jim Richardson, Member – Present

Ron Smith, BOS Liason – Present

Others:

Mike Attara, Spirit Golf Management – Present

Bob Doria, GM & Head Pro, MHGC – Present

Ed Gibson, Director of Golf – Present

Mark Peterson, Superintendent – Absent

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. Spirit Golf Management and members of the Township Golf Committee plan on presenting the Audubon Certification to the Board of Supervisors during the September 2015 BOS Meeting.
- b. The Plaque in memory of Pete Stainthorpe is currently being etched and will be put on the Memorial Bench in the next couple of weeks. Members of the Committee and Spirit Golf are planning a ceremony which should include Township representation and family members of Mr. Stainthorpe.
- c. MHGC Superintendent Mark Peterson has been speaking with DeVal Water about use of the other Well that has been out of operation. Hopefully, MHGC will have an answer in the near future about whether MHGC can use the third Well.
- d. The staking of the new Tent should be in the ground by June 22, 2015. MHGC should be 2 – 3 weeks away from a final product, weather permitting.
- e. A new banner will be put up by McCaffrey's Supermarket for Advertising.
- f. The Committee is discussing a Township I.D. Card for handling residents. The I.D. Card would help revenue and easily identify Residents and Non- Residents. It would also give Residents an earlier access to Tee Times before Non- Residents. The discussion is ongoing and the Committee needs to discuss this further with members of the Board of Supervisors and Township Manager.
- g. MHGC has made up around \$24,000.00 from being down \$40,000.00 from last month. Last month's lower revenue was caused by the weather. As of now, the overall revenue is down \$16,000.00 to date. This should be made up easily by the end of the season. MHGC is only off \$5000.00 from the bottom line.

7. Greens Committee;

- a. Being that Mark Peterson was not present for the June Meeting, there was no major discussion about the Golf Course.

Approval of Golf Committee Minutes:

Grace Godshalk moved and Rich Eisner seconded the motion to approve the May 11, 2015 Golf Committee Minutes as written. The motion carried with zero abstentions.

The next meeting of the Golf Committee will be held on July 13, 2015 in the Lower Makefield Township Building at 7:00 pm.

Adam Reiss moved and Rich Eisner seconded the motion to adjourn the meeting. The motion carried.

There being no further business, the meeting adjourned at 8:03 pm.

Respectfully Submitted,

Adam Reiss, Golf Committee Secretary

Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

June 15, 2015

Financial Update

See Attached

Golf Course Update

- Course was closed 0 days due to weather in May with 6,415 rounds played. Only 1 revenue day was lost with the hosting of the USOpen Qualifier on May 14th. This was the most number of rounds played in the month of May since 2010 and the second most of any month since Spirit took over in 2010.
- Currently in process of obtaining additional water allocation from DVRP for the unused well on #9
- Paving of bridge approach on #15 as well as patching of cart paths will take place during June
- Fescue are now growing in nicely and we will be cutting walking trails
- A fleet of 12 new push carts from ClicGear were put in place during the month of May. Cost for push cart rental is \$7 for 18 holes and \$3.50 for 9. We are looking at these carts as being a viable alternative for many of our late day twilight walkers as well as a revenue producer. Overall cost of the fleet was \$1700 leaving breakeven 242 cart rentals for the season.
- Bench in memory of Pete Stainthorpe has been erected at the rear of the back #1 tee. A plate will be affixed to the bench in June in his memory and a dedication ceremony will be planned.

Operations/Activities

- Golf course was open for play 30 days during May with 6,415 rounds played (up 17% from 2014 and 21% ahead of monthly projections). Golf Revenues were up substantially during the month \$343,707 versus a plan of \$304,260. (121%)
- Overall facility revenues were at 114% of projections (\$430,894 vs \$377,710) with green fees, carts, range as well as food and beer and wine sales being monthly leaders.
- With the slow start to the season we are diligently managing labor and operating expenses to make up for revenue shortfalls.

Highlands Golf Management LLC

F & B

- Food and Beverage revenues were ahead of budget (118.7%) with beer revenues 137.44% ahead of budget which we believe is due to the new 8 tap glycol beer system has been installed in the Highlands Grill.
- New menu is now in place in the Highlands Grille and getting positive reviews.
- Awaiting grading plan for installation of the tent in the month of June.

Academy/Range

- Sign-ups have begun for the first clinics of the season (May) with Get Golf Ready Adult and Junior now at capacity for the month. June camps and clinics are also filling up and Pee-Wee sessions have been added to meet demand.
- Demo days have been well received and merchandise sales specifically iron sets and woods have increased in the past month.
- Range revenue has shown a steady increase with \$28,689 in the month of May. This number is a six year record high for the range.

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
- Finalizing wedding menus to tie in with tent approval at May BOS meeting. Tent is slated to be install mid-June.

Capital and Projects

- Pond Repair (TBD)

Makefield Highlands Golf Club

2015 Daily Sales Report

MONTH: May
 DATE: 31
 DAY: Sunday
 WEATHER: very humid, sun, 90
 OPEN/CLOSED: open

Days in Month 31
 Percentage Completed 100%

Average Golf Fees \$ 55.68
 Average F&B Fees \$ 13.71
 Average Misc. Fees \$ -
 Total Revenue Per Player \$ 69.39

GOLF ROUNDS	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Total Daily Rounds - Weekday		2,507	87.20%	2,875	(368)
Total Daily Rounds - Weekend	240	3,503	144.45%	2,425	1,078
Total Daily Rounds - Outings	0	237	N/A	0	237
Total Daily Rounds - Comp	7	168	N/A	0	168
Total Daily Rounds - Misc.		0	N/A	0	0
TOTAL ROUNDS	247	6,415	121.04%	5,300	1,115

GOLF REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Greens Fees	8,677	207,376	108.69%	190,800	16,576
Cart Fees	3,124	81,877	137.93%	59,360	22,517
Range Fees	1,164	28,689	114.76%	25,000	3,689
Merchandise	742	21,976	91.57%	24,000	(2,024)
Handicap Fee	45	1,267	63.35%	2,000	(733)
Other Income	0	2,522	81.35%	3,100	(578)
Discounts	0	0	N/A	0	0
TOTAL GOLF REVENUE	13,752	343,707	112.96%	304,260	39,447

GRILLE, BAR & BANQUET REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Food	1,560	41,820	132.76%	31,500	10,320
Beverage	324	8,370	99.64%	8,400	(30)
Beer	1,144	26,869	137.44%	19,550	7,319
Wine	82	2,136	142.40%	1,500	636
Liquor	277	7,992	63.94%	12,500	(4,508)
TOTAL GRILLE, BAR & BANQUET REVENUE	3,387	87,187	118.70%	73,450	13,737

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

GRAND TOTALS	17,139	430,894	114.08%	377,710	53,184
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Advance Deposits Collected		\$0.00
Tax Collected		\$0.00
Misc.		\$0.00

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