

**Township of Lower Makefield
Golf Committee Meeting Minutes
Date: Monday, May 11 2015**

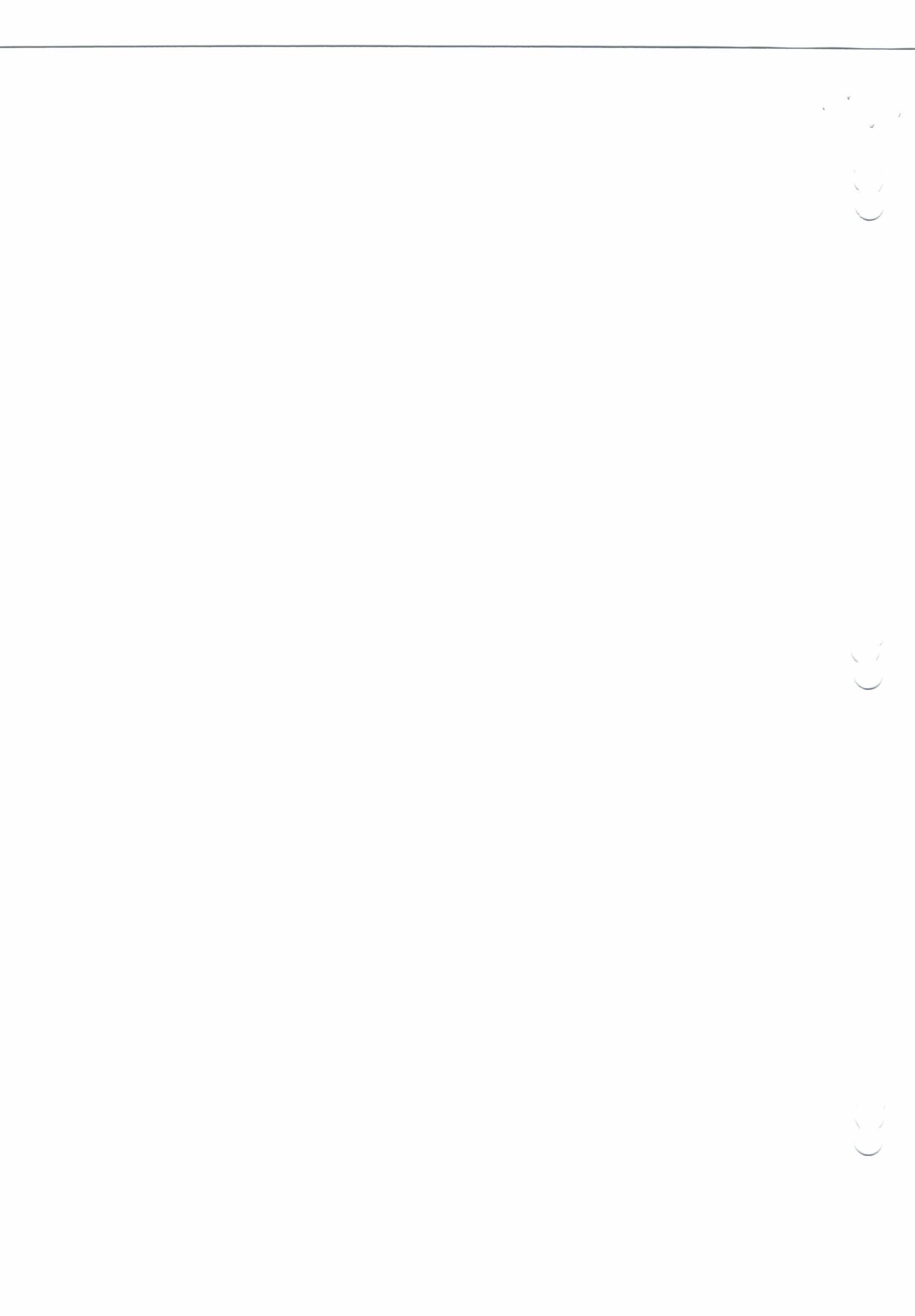
Golf Committee:

**Richard Eisner, Chairman - Present
Helen Bosely, Vice Chairman - Absent
Adam Reiss, Secretary - Present
Grace Godshalk, Member – Present
Pat Frain, Member – Present
Mark Ellison, Member – Present
Tom Taylor, Member - Absent
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 – 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:

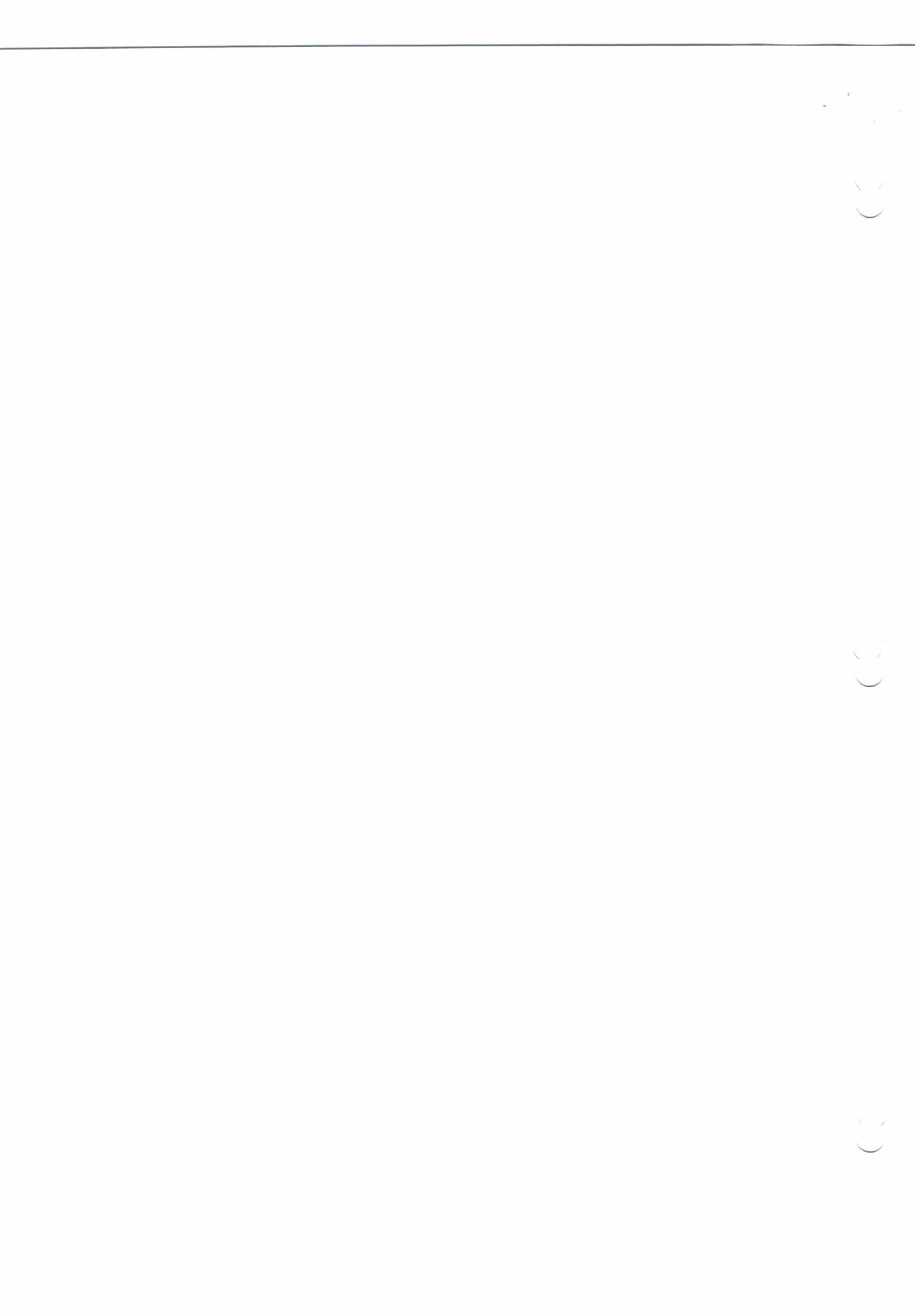
See attached Highlands Golf Management Report

6. Golf Committee Discussions:

- a. MHGC Management told the Committee that as of May 1, Revenue was behind \$ 40,000.00 off of the projection for 2015. Revenue was off because of the late winter and hopefully they would get back on track as the season/weather progressed. The figure was better in 2015 than 2014. In 2014, through May 1, MHGC was off \$100,000.00 because of the same issues. Management feels pretty confident that they will make up the money as they did the previous year.
- b. The Golf Association of Philadelphia came out on Friday May 9 to set up the golf course for the USGA Open Qualifier.
- c. Comcast, Fox News, The Trentonian, The Bucks County Courier Times and the Yardley Voice will be coming out to cover the USGA Open Qualifier.
- d. Spirit Management is talking with two caterers for possible future contracts. The two are Memorable Affairs and Max Hansen Caterers.
- e. Spirit Management met with engineers on May 9 to discuss the construction of the tent.
- f. Spirit Management is continuing to monitor the pond on #9. There are no problems at this time.
- g. Spirit Management along with The Township of Lower Makefield are still in discussions with Delval Consulting about the wells on the golf course.
- h. The Golf Committee received the pro forma adjustment from Spirit Management about a rate increase. The Committee will discuss and increase over the next few months.
- i. The Bench, in memory of Pete Stanthorpe is at MHGC and ready to assemble and put on display. The Committee will discuss with the Township when to have a ceremony to honor Pete Stanthorpe.
- j. Spirit Management and the Committee plan to bring the Audobon Certification in front of the BOS in the near future.
- k. Spirit Management will look into the possibility of serving Breakfast at MHGC on Fri.- Sun. as another source of income.

7. Greens Committee:

- a. The Golf Course is in perfect shape. It will be in pristine condition when the USGA Open Qualifier comes.



Approval of Golf Committee Minutes:

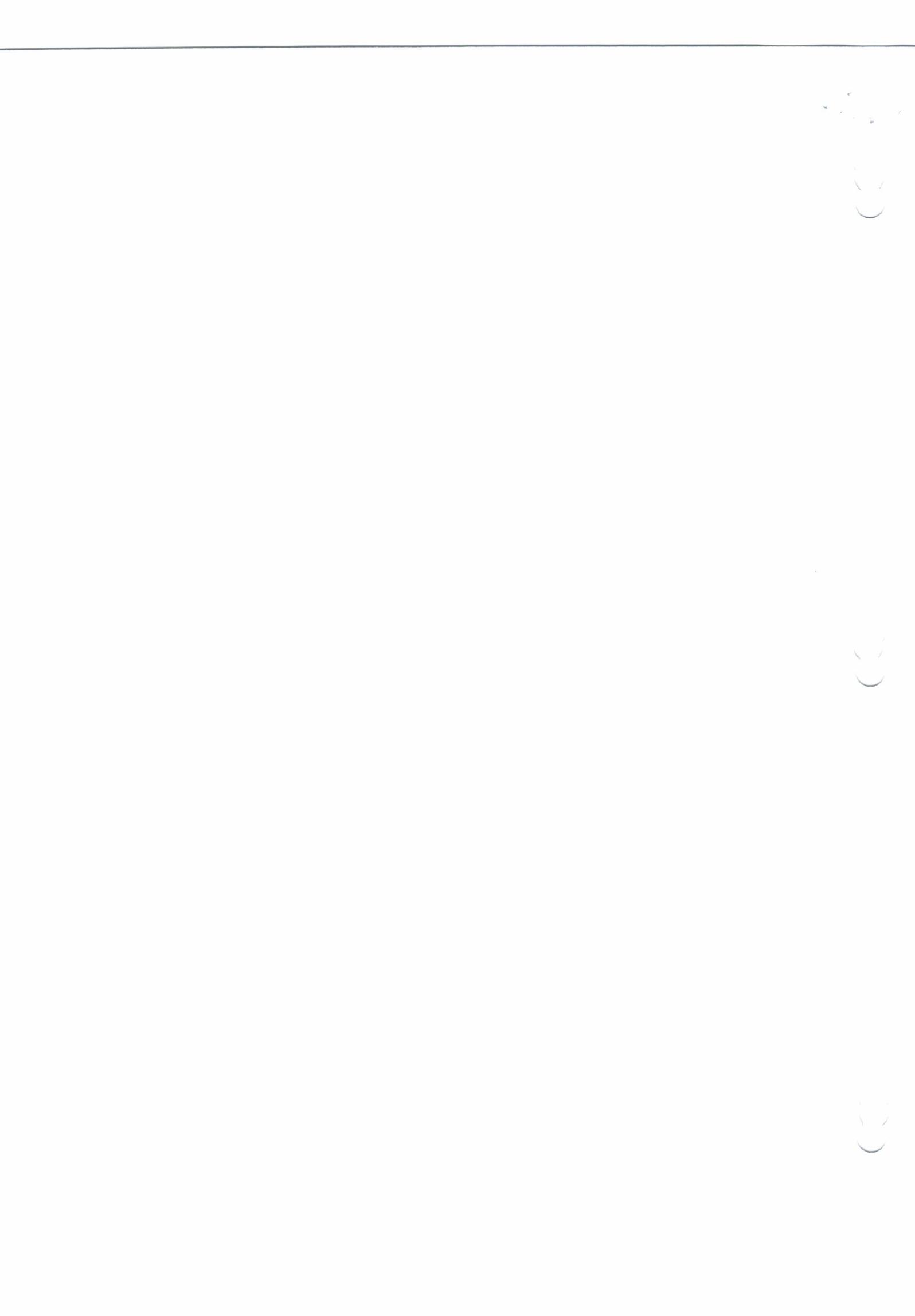
Grace Godshalk moved and **Adam Reiss** seconded the motion to approve the April 13, 2015 Golf Committee Minutes as written. The motion carried with zero abstentions.

The next meeting of the Golf Committee will be held on Monday June 8, 2015 in the Lower Makefield Township Building at 7:00 pm.

Rich Eisner moved and **Mark Ellison** seconded the Motion to adjourn the meeting. The motion carried with zero abstentions. There being no further business, the meeting adjourned at 8:28 pm.

Respectfully Submitted,

Adam Reiss, Golf Committee Secretary



Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

May 11, 2015

Financial Update

See Attached

Golf Course Update

- Course was closed 2 days due to weather in April with 3,782 rounds played. We lost the opening week of the Wednesday night league on April 21st (96 players).
- Green aeration was conducted April 13th and 14th with narrow solid tine aeration. Greens have recovered nicely and we have outstanding conditions for the upcoming US Open Qualifier in May.
- Bunker short and right on #3 is being re-sodded and will be completed in time for the Open qualifier.

Operations/Activities

- Golf course was open for play 28 days during April with 3782 rounds played (up 9.6% from 2014). Golf Revenues were down marginally from anticipated projections. (\$157,507 vs \$185,680 – 15.1%)
- Overall facility revenues were at 94.83% of projections (260,895 vs 275,130) with range, handicap fees and merchandise sales as well as beer and liquor 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.
- The 2015 Womens' and Mens' leagues are now using new software from GolfGenius that allows real time scoring and on-line interaction and management of the league. Initial reaction to the new service has been positive and it allows players to check pairings, record scores and interact with other league members.
- This was another positive season for the Makefield Highlands's GAP teams with the #1 team winning their division as well as winning the challenge up to AA making them one of the elite 16 teams in the Philadelphia region for 2016. Team #2 and #3 also had good showings but will not move up in 2016.
- The course will host the first stage of USOpen qualifying on May 14th. The course was set up for the competition on Friday May 8th by Bob Doria and Kirby Martin of GAP. GAP officials were impressed with the conditioning of the course and are looking forward to having Makefield host the championship.
- Review competitive analysis and pro forma for price increase proposal.

Highlands Golf Management LLC

F & B

- Food and Beverage revenues were ahead of budget (113.3%) with beer revenues 214.97% ahead of budget which we believe is due to the new 8 tap glycol beer system has been installed in the Highlands Grill. We presently have four standard tap items as well as 4 rotating specialty beers throughout the season to better serve customers.
- 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.
- Discussion with the tent installers as well as caterers is on-going and upon approval from the BOS is anticipated at the May meeting.

Academy/Range

- Installed 6 new Fiberbuilt mats as well as replaced the ball machine prior to the start of the season. 30K new range balls are also being added for the upcoming season.
- Demo days and programming for 2015 have been established and are available on the web site with brochure available in the pro shop. Upcoming demo days with Ping (5/2), Mizuno (5/9), Taylor Made (5/16) are planned in May.
- Sign-ups have begun for the first clinics of the season (May) with Get Golf Ready Adult and Junior now at capacity.

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 1st and a formal reopening May 1st.
- Finalizing wedding menus to tie in with tent approval at May BOS meeting. Tent is slated to be install mid-May.

Capital and Projects

- Bridge #18 – Installed and in use
- Pond Repair (TBD)

Makefield Highlands Golf Club

2015 Daily Sales Report

MONTH: April
 DATE: 30
 DAY: Thursday
 WEATHER: Sunny
 OPEN/CLOSED: open

Days in Month 30
 Percentage Completed 100%
 Average Golf Fees \$ 44.14
 Average F&B Fees \$ 18.24
 Average Misc. Fees \$ -
 Total Revenue Per Player \$ 62.38

GOLF ROUNDS	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Total Daily Rounds - Weekday	158	1,672	69.67%	2,400	(728)
Total Daily Rounds - Weekend	0	2,038	104.51%	1,950	88
Total Daily Rounds - Outings		52	N/A	0	52
Total Daily Rounds - Comp	2	18	N/A	0	18
Total Daily Rounds - Misc.		0	N/A	0	0
TOTAL ROUNDS	160	3,780	86.90%	4,350	(570)

GOLF REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Greens Fees	4,002	112,968	82.82%	136,400	(23,432)
Cart Fees	1,898	44,539	90.38%	49,280	(4,741)
Range Fees	894	26,131	124.43%	21,000	5,131
Merchandise	268	15,686	99.28%	15,800	(114)
Handicap Fee	0	5,021	182.58%	2,750	2,271
Other Income	0	695	115.83%	600	95
Discounts	0	0	N/A	0	0
TOTAL GOLF REVENUE	7,062	205,040	90.79%	225,830	(20,790)

GRILLE, BAR & BANQUET REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Food	2,052	28,406	88.77%	32,000	(3,594)
Beverage	141	3,795	126.49%	3,000	795
Beer	523	16,123	214.97%	7,500	8,623
Wine	33	1,528	84.89%	1,800	(272)
Liquor	171	6,004	120.07%	5,000	1,004
TOTAL GRILLE, BAR & BANQUET REVENUE	2,919	55,855	113.30%	49,300	6,555

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	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
	9,981	260,895	94.83%	275,130	(14,235)

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

STATISTICAL REPORT - 2015

	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		
DAYS CLOSED (WEATHER)	22	28	21	2										364
ROUNDS	168		420	3,782	2									73.0
OUTING ROUNDS														4,370
GREEN FEES (\$)	\$ 3,880	\$ -	\$ 9,469	\$ 113,163										52
CART FEES (\$)	\$ 488	\$ -	\$ 2,523	\$ 44,539										\$ 126,512
RANGE (\$)	\$ 82	\$ -	\$ 2,796	\$ 26,131										\$ 47,550
MERCHANDISE (\$)	\$ 1,434	\$ 2,657	\$ 1,298	\$ 15,686										\$ 29,009
FOOD & BEVERAGE (\$)	\$ 1,124	\$ 717	\$ 4,233	\$ 55,612										\$ 21,075
GREEN FEE REV./ROUND	\$ 23.10	N/A	\$ 22.55	\$ 29.92	#DIV/0!	\$ 61,686								
GREEN & CART REV./ROUND	\$ 26.00	N/A	\$ 28.55	\$ 41.70	#DIV/0!									
MERCH. REV./ROUND	\$ 8.54	N/A	\$ 3.09	\$ 4.15	#DIV/0!									
FOOD & BEV. REV./ROUND	\$ 6.69	N/A	\$ 10.08	\$ 14.70	#DIV/0!									

JAN-MARCH 15/NOV 25-DEC 31
 MARCH 16-APRIL 30/OCTOBER 27-NOV 25
 MAY 1-OCTOBER 27
 CLOSED DEC 25 FOR CHRISTMAS HOLIDAY

WINTER RATES
 SHOULDER RATES
 IN SEASON RATES

Golf Course	Makefield	Bucks Club	Five Ponds	Heron Glen	Mercer Oaks	Middletown	Mountain View	Princeton	Northampton
Weekday	Current 2015								
Walk - 9 Holes	\$ 28.00	N/A	\$ 20.00	\$ 28.00					
Walk - 9 Holes (Resident)	\$ 24.00	N/A	\$ 20.00	\$ 20.00					
Ride - 9 Holes	\$ 37.00	N/A	\$ 30.00	\$ 42.00					
Ride - 9 Holes (Resident)	\$ 33.00	N/A	\$ 30.00	\$ 34.00					
Walk - 18 Holes	\$ 52.00	\$ 30.00	\$ 40.00	\$ 48.00	\$ 48.00	\$ 36.00	\$ 48.00	\$ 42.00	\$ 36.00
Walk - 18 Holes (Resident)	\$ 38.00	N/A	\$ 35.00	\$ 29.00	\$ 26.00	\$ 33.00	\$ 26.00	\$ 22.00	
Ride - 18 Holes	\$ 72.00	\$ 52.00	\$ 55.00	\$ 65.00	\$ 64.00	\$ 46.00	\$ 64.00	\$ 58.00	\$ 60.00
Ride - 18 Holes (Resident)	\$ 58.00	N/A	\$ 45.00	\$ 46.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 38.00	
Twilight - Walk	\$ 34.00	N/A	\$ 25.00	\$ 27.00	\$ 25.00	\$ 28.00	\$ 25.00	\$ 21.00	\$ 26.00
Twilight - Walk (Resident)	\$ 27.00	N/A	NA	\$ 19.00	\$ 18.00	\$ 28.00	\$ 18.00	\$ 14.00	
Twilight - Ride	\$ 54.00	\$ 30.00	\$ 40.00	\$ 41.00	\$ 41.00	\$ 35.00	\$ 41.00	\$ 37.00	\$ 41.00
Twilight - Ride (Resident)	\$ 47.00	N/A	NA	\$ 33.00	\$ 34.00	\$ 35.00	\$ 34.00	\$ 30.00	
Junior	\$ 27.00	\$ 25.00	\$ 20.00	\$ 18.00	\$ 30.00	\$ 24.00	\$ 30.00	\$ 26.00	
Junior (Resident)	\$ 27.00	N/A	\$ 20.00	\$ 18.00	\$ 18.00	\$ 24.00	\$ 30.00	\$ 26.00	
Senior - Walk	\$ 27.00	\$ 28.00	\$ 30.00	\$ 36.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 26.00	\$ 25.00
Senior - Walk (Resident)	\$ 22.00	N/A	\$ 25.00	\$ 25.00	\$ 18.00	\$ 30.00	\$ 18.00	\$ 15.00	
Senior - Ride	\$ 47.00	\$ 45.00	\$ 50.00	\$ 45.00	\$ 46.00	\$ 36.00	\$ 46.00	\$ 42.00	\$ 41.00
Senior - Ride (Resident)	\$ 42.00	N/A	\$ 45.00	\$ 34.00	\$ 34.00	\$ 36.00	\$ 34.00	\$ 31.00	
Senior - Twilight	NA	NA	NA	NA					
Senior - Twilight (Ride)	NA	NA	NA	NA					
Ladies - Walk	NA	NA	NA	NA					
Ladies - Ride	NA	NA	NA	NA					
Weekend *									
Walk - 9 Holes	\$ 35.00	NA	\$ 20.00	NA	NA	NA	NA		
Ride - 9 Holes	\$ 47.00	NA	\$ 30.00	NA	NA	NA	NA		
Walk - 18 Holes	\$ 59.00	NA	\$ 45.00	NA	NA	NA	NA		
Walk - 18 Holes (Resident)	\$ 44.00	NA	\$ 45.00	\$ 64.00	\$ 55.00	\$ 45.00	\$ 55.00	\$ 46.00	\$ 40.00
Ride - 18 Holes	\$ 79.00	NA	NA	\$ 81.00	\$ 71.00	\$ 45.00	\$ 71.00	\$ 62.00	
Ride - 18 Holes (Resident)	\$ 64.00	\$ 65.00	\$ 65.00	\$ 61.00	\$ 46.00	\$ 55.00	\$ 46.00	\$ 24.00	\$ 68.00
Twilight - Walk	\$ 44.00	NA	\$ 30.00	\$ 40.00	\$ 30.00	\$ 33.00	\$ 30.00	\$ 27.00	\$ 26.00
Twilight - Walk (Resident)	\$ 33.00	NA	\$ 30.00	\$ 28.00	\$ 18.00	\$ 39.00	\$ 18.00	\$ 16.00	
Twilight - Ride	\$ 64.00	\$ 35.00	\$ 45.00	\$ 54.00	\$ 46.00	\$ 33.00	\$ 46.00	\$ 43.00	\$ 41.00
Twilight - Ride (Resident)	\$ 53.00	NA	\$ 45.00	\$ 42.00	\$ 34.00	\$ 39.00	\$ 34.00	\$ 32.00	
Junior	\$ 29.00	\$ 30.00	NA	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 26.00	NA
Junior (Resident)	\$ 29.00	NA	NA	\$ 45.00	\$ 45.00	\$ 45.00	\$ 45.00	\$ 15.00	NA
Senior - Walk	\$ 38.00	NA	NA	\$ 45.00	\$ 45.00	\$ 45.00	\$ 45.00	\$ 24.00	NA
Senior - Walk (Resident)	\$ 31.00	NA	NA	\$ 33.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 40.00	NA
Senior - Ride	\$ 55.00	NA	NA	\$ 54.00	\$ 61.00	\$ 39.00	\$ 61.00	\$ 32.00	NA
Senior - Ride (Resident)	\$ 51.00	NA	NA	\$ 42.00	\$ 46.00	\$ 46.00	\$ 46.00	\$ 48.00	NA
Ladies - Walk									
Ladies - Ride									
FRIDAY ONLY SENIOR 55+ AFTER 12NOON Available Friday All Day Friday ONLY Sat.-Sun After 12Noon									

