

Township of Lower Makefield

Golf Committee Meeting Minutes

Date: Monday May 9, 2016

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 – Present

Andy Strock, Member – Present

Jim Richardson, Member – Present

Jeff Benedetto, 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 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. Rounds of Golf for the month of April have exceeded expectations.
- b. The new Golf Cart Fleet will be 2017 models and will be delivered in August 2016.

7. Greens Committee:

- a. The Greens Committee will plan a drive around before our next meeting to give an update on the course conditions.

Approval of Golf Committee Minutes:

Mark Ellison moved and Pat Frain seconded the motion to approve the April 2016 Meeting Minutes as written. The motion carried unanimously.

Tom Taylor moved and Grace Godshalk seconded the motion to approve the March 2016 Meeting Minutes as written. The motion carried unanimously as well.

The next meeting of the Golf Committee will be held on June 13, 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 with zero abstentions. There being no further business, the meeting adjourned at 7:43 pm.

Respectfully Submitted,

Adam Reiss, Golf Committee Secretary

Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

May 9, 2016

Financial Update

See Attached

Golf Course Update

- Course was closed 2 days due to weather in April with 4,183 rounds played.
- Aeration has been rescheduled due to rain and cool soil temperature. Aeration will take place May 23rd and 24th. Hard tine aeration rather than pulling cores will be performed.
- Tees have been aerated during the month and fairways will be done when weather and time allows.
- Preparations on paving repairs on cart paths completed. Awaiting timing from township on expansion paving of cart paths.

Operations/Activities

- Golf course was open for play 28 days during April with **4,183** rounds played. Golf Revenues were up during the month \$212,871 versus a plan of \$211,550 (100.62%). Cart (100.8%) and Merchandise (124%) again led the category. Last year there was no revenue during the month of February.
- Overall facility revenues for April were 108.39% of projections (\$282,732 vs. \$260,850).
- Chip card readers have been installed and are working properly. IBS Biometric scanners are present operational.
- Makefield's #1 AA Team won their challenge match to remain, the #2 team finished 2-1 and will remain in Division "C", and the #3 finished at 1-2 and will remain in "E" Division.

F & B

- Food and Beverage revenues were ahead of budget for April with \$69,861 versus a plan of \$49,300 (141.7%). F&B revenues are up
- Nine events are slated for the Highlands Grille in the month of May.
- Tent installed the week of April 14th and 2 events are scheduled the first week of May.
- Met with caterers and Bucks Mont Rentals to develop planning for the upcoming season's tent utilization. Alix Charen will act as the calendar coordinator between BucksMont and Makefield.
- Set up meeting with Special Events Committee for fundraiser for Manor House.

Highlands Golf Management LLC

Academy/Range

- All Academy programming has been released via Social Media and the web site. New brochures have been prepared for the upcoming season and demo days have been established during the month of April.
- May Get Golf Ready Clinics current sold out with 12 students.

Sales & Marketing

- Marketing materials (wedding and banquet) information is being finalized.
- Finalizing wedding menus and banquet offerings.

Capital and Projects

- Cart fleet replacement (June/July 2016)
- Pond #9

Makefield Highlands Golf Club

2016 Daily Sales Report

MONTH: April
DATE: 30
DAY: Sunday
WEATHER: Cloudy
OPEN/CLOSED: 59

Days in Month 30
 Percentage Completed 100%
 Average Golf Fees \$ 61.05
 Average F&B Fees \$ 11.62
 Average Misc. Fees \$ -
 Total Revenue Per Player \$ 72.67

GOLF ROUNDS	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Total Daily Rounds - Weekday		2,339	114.10%	2,050	289
Total Daily Rounds - Weekend	253	1,787	91.64%	1,950	(163)
Total Daily Rounds - Outings		0	N/A	0	0
Total Daily Rounds - Comp		57	N/A	0	57
Total Daily Rounds - Misc.		0	N/A	0	0
TOTAL ROUNDS	253	4,183	104.58%	4,000	183

GOLF REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Greens Fees	9,552	122,485	98.78%	124,000	(1,515)
Cart Fees	3,042	48,838	100.08%	48,800	38
Range Fees	1,304	21,367	101.75%	21,000	367
Merchandise	1,547	18,475	124.83%	14,800	3,675
Handicap Fee	0	1,265	46.00%	2,750	(1,485)
Other Income	0	441	220.50%	200	241
Discounts	0	0	N/A	0	0
TOTAL GOLF REVENUE	15,445	212,871	100.62%	211,550	1,321

GRILLE, BAR & BANQUET REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Food	1,145	36,420	113.81%	32,000	4,420
Beverage	231	3,544	118.12%	3,000	544
Beer	1,145	18,442	245.89%	7,500	10,942
Wine	35	2,344	130.22%	1,800	544
Liquor	384	9,112	182.23%	5,000	4,112
TOTAL GRILLE, BAR & BANQUET REVENUE	2,940	69,861	141.71%	49,300	20,561

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	18,384	282,732	108.39%	260,850	21,882
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Advance Deposits Collected		\$0.00
Tax Collected		\$0.00
Misc.		\$0.00

Confidential

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	1.1	0.6	1.2	1.3	0.9	1.7	1.8	4.2	8.5	69.7
ROUNDS	488	387	1,559	4,023	5,418	6,077	6,316	5,096	3,700	3,690	1,891	1,147	39,791
OUTING ROUNDS	-	9	51	15	252	370	267	133	269	306	97	10	1,778
GREEN FEES (\$)	11,437	9,465	47,697	124,788	191,263	213,319	211,368	202,447	150,157	125,298	54,050	26,093	1,367,382
CART FEES (\$)	2,513	1,943	14,807	42,924	62,023	70,311	70,188	68,964	53,064	45,410	19,707	7,448	459,302
RANGE (\$)	1,309	1,426	8,891	23,154	25,743	26,421	22,521	21,823	15,231	10,163	4,174	2,818	163,672
MERCHANDISE (\$)	2,486	1,880	7,177	15,242	24,364	23,937	17,423	20,170	17,145	16,367	7,284	7,445	160,920
FOOD & BEVERAGE (\$)	10,270	7,271	23,178	50,077	70,981	88,374	71,273	68,850	59,455	60,433	25,547	24,255	559,963
GREEN FEE REV./ROUND	\$ 20.39	\$ 24.41	\$ 27.35	\$ 30.99	\$ 35.56	\$ 35.10	\$ 33.47	\$ 39.72	\$ 40.59	\$ 34.16	\$ 28.58	\$ 22.74	\$ 31.09
GREEN & CART REV./ROUND	\$ 24.34	\$ 27.94	\$ 35.67	\$ 41.75	\$ 47.02	\$ 46.68	\$ 44.58	\$ 53.26	\$ 54.93	\$ 46.49	\$ 39.00	\$ 29.23	\$ 40.91
MERCH. REV./ROUND	\$ 5.02	\$ 5.38	\$ 4.21	\$ 3.79	\$ 4.56	\$ 3.94	\$ 2.76	\$ 3.96	\$ 4.63	\$ 4.46	\$ 3.85	\$ 6.49	\$ 4.42
FOOD & BEV. REV./ROUND	\$ 26.88	\$ 21.12	\$ 13.91	\$ 12.49	\$ 13.09	\$ 14.54	\$ 11.29	\$ 13.51	\$ 16.07	\$ 16.39	\$ 13.51	\$ 21.14	\$ 16.16

JAN-MARCH 15
 MARCH 16-APRIL 30/OCTOBER 28-NOV 31
 MAY 1-OCTOBER 27
 CLOSED DEC 25 FOR CHRISTMAS HOLIDAY

WINTER RATES
 SHOULDER RATES
 IN SEASON RATES

STATISTICAL REPORT - 2016

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVERAGE	TOTAL
DAYS CLOSED (WEATHER)	31	28	31	30	31	30	31	31	30	31	30	30		364
ROUNDS	19	21	1.5	2										43.5
COMP/EMPLOYEE ROUNDS	641	566	2,873	4,183										8,263
OUTING ROUNDS	10	6	81	57										154
GREEN FEES (\$)	-	-	128	-										128
CART FEES (\$)	16,061	17,251	79,917	122,485										235,714
RANGE (\$)	3,501	3,694	27,024	48,838										83,057
MERCHANDISE (\$)	1,120	220	12,928	21,367										35,635
FOOD & BEVERAGE (\$)	3,370	1,407	13,285	18,475										36,537
GREEN FEE REV./ROUND (LESS COMP/EMP RND)	25.45	30.81	28.62	29.69										28.13
MERCH. REV./ROUND	30.52	37.40	38.30	41.52										33.96
FOOD & BEV. REV./ROUND	5.26	2.49	4.62	4.42										3.87
TOTAL GOLF (GF & CART)	19,452	20,945	106,941	171,323										318,771

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

WINTER RATES
 SHOULDER RATES
 IN SEASON RATES