

**Township of Lower Makefield  
Golf Committee Meeting Minutes  
Date: Monday November 9, 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 – Absent  
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 – Absent  
Ed Gibson, Director of Golf – Absent  
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. The month of October was ahead 8% from 2014 revenue totals.
- b. The Committee with the Board of Supervisors and Spirit Management plan on having an event in Spring at MHGC to honor Pete Stainthorpe.
- c. DeVal Water is progressing with a decision for MHGC to draw more water from the existing wells. Hopefully, DeVal will come back with their decision in early 2016.
- d. The Golf Committee has brought up the idea of a resident ID Card. Spirit Management is coming back to the Committee with recommendations on how to proceed with this idea. Spirit will discuss with the Township and it would be similar as what residents use for the Township Pool.
- e. The Green Fee's decision will be done by the January 2016 meeting. The Committee is hammering out all the details on what will be done to all groups of golfers.
- f. The Citizens Budget Chair Joe Mennard came to our meeting to discuss budgets for the upcoming year.

## **7. Greens Committee:**

- a. Everything at the golf course seems to be fine and there was no discussion about specifics on the course.

**Approval of Golf Committee Minutes:**

Being that the previous month's minutes were not available, the October 2015 Golf Committee Minutes will be approved at the December 2015 meeting.

The next meeting of the Golf Committee will be held on Monday December, 14 2015 in the Lower Makefield Township Building at 7:00 pm.

**Adam Reiss** moved and **Helen Bosley** seconded the motion to adjourn the meeting. The motion carried with no abstentions. There being no further business, the meeting adjourned at 8:20 pm.

Respectfully Submitted,

**Adam Reiss, Golf Committee Secretary**

# Highlands Golf Management LLC



Makefield Highlands GC

Golf Committee Meeting

November 15, 2015

## Financial Update

See Attached – Sept results and October and November Revenue Reports.  
2016 draft budget being emailed to committee.

## Golf Course Update

- Course was closed 2 days due to weather in October with 3,856 rounds played.
- Fairways (solid tine) and tees (pulling cores) were aerated during the month of October.
- Fescues will be mown down and sprayed for weed control.
- Pond and well allocations.

## Operations/Activities

- Golf course was open for play 29 days during August with **3,856** rounds played. Golf Revenues were up substantially during the month \$215,000 versus a plan of \$180,125. (123.33%). Green Fees, Cart (108.73%) and Merchandise (165.16%) again led the category.
- Overall facility revenues for October were 115.41% of projections (\$289,812 vs. \$251,125 ) which was an 8% increase from 2014.
- Initial response of the leased GolfBoards was favorable with 44 rentals during a 8 week period (August-October 10th). We will reevaluate the inclusion of the boards this spring for the fleet.

## F & B

- Two events were conducted in October utilizing the tent (Bar Mitzvah and FedEx Golf Event). Both received rave reviews.
- Food and Beverage revenues were ahead of budget for October even with the aggressive forecast. (\$74,812 vs. \$71,000 – 105.37%)
- New menu is being launched in the Highlands Grille for the Fall months which will include some dinner offering in order to test the expansion of services in 2016. (Copy Included)
- 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.

# Highlands Golf Management LLC



## Academy/Range

- MHGC Golf Academy had a great 2015 season with 269 registrants! That equates to a 3% increase in registration from 2014 and 3K in additional revenues.
- We will be looking to hire an additional Head Coach/Instructor in 2016 to replace Kevin Nicholson.

## Sales & Marketing

- Web site has been updated with new information on the "Courtyard at the Highlands" with new photos and promotional materials.
- Tent has been photographed professionally and the images will be used in all marketing and promotional materials.
- Marketing materials (wedding and banquet) information is being finalized.
- Wedding menus and banquet offerings are finalized on Website and in print.
- Contracts for wedding programs both online and in print are being established with the Wedding Wire, Knot, Celebrations and Bucks Magazine.
- Holiday and Gift Card Sale promotions are being developed for Black Friday.
- Electronic Advertising signage is being developed to run on the TV's in Clubhouse.
- New standup banners to be used at wedding events are being created.

## Capital and Projects

- Cart fleet replacement (June/July 2016) – Spirit will write up bid spec.
- Bathroom for #4 – To be determined based on 2016 budget review.
- Pond #9 – On hold awaiting further recommendations on well allocations.
- Generator – in discussions with budget committee regarding the purchase and how it would be funded.

# Makefield Highlands Golf Club

## 2015 Daily Sales Report

**MONTH:** October  
**DATE:** 31  
**DAY:** Saturday  
**WEATHER:** sunny, 70  
**OPEN/CLOSED:** open

Days in Month 31  
 Percentage Completed 100%

Average Golf Fees \$ 59.61  
 Average F&B Fees \$ 34.81  
 Average Misc. Fees \$ -  
**Total Revenue Per Player \$ 94.42**

GOLF ROUNDS	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Total Daily Rounds - Weekday	0	1,720	107.50%	1,600	120
Total Daily Rounds - Weekend	138	1,792	94.32%	1,900	(108)
Total Daily Rounds - Outings		250	N/A	0	250
Total Daily Rounds - Comp	6	94	N/A	0	94
Total Daily Rounds - Misc.		0	N/A	0	0
<b>TOTAL ROUNDS</b>	<b>144</b>	<b>3,856</b>	<b>110.17%</b>	<b>3,500</b>	<b>356</b>

GOLF REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Greens Fees	5,385	130,232	123.33%	105,600	24,632
Cart Fees	1,138	49,660	108.73%	45,675	3,985
Range Fees	332	11,414	76.09%	15,000	(3,586)
Merchandise	1,175	20,645	165.16%	12,500	8,145
Handicap Fee	0	1,995	570.00%	350	1,645
Other Income	554	1,054	105.40%	1,000	54
Discounts	0	0	N/A	0	0
<b>TOTAL GOLF REVENUE</b>	<b>8,584</b>	<b>215,000</b>	<b>119.36%</b>	<b>180,125</b>	<b>34,875</b>

GRILLE, BAR & BANQUET REVENUE	Daily Amount	Month to Date	Percentage Towards Budget	Month End Budget	Month End Variance
Food	2,609	41,465	103.66%	40,000	1,465
Beverage	149	3,926	65.43%	6,000	(2,074)
Beer	285	15,337	102.25%	15,000	337
Wine	5	2,227	222.70%	1,000	1,227
Liquor	1,965	11,857	131.74%	9,000	2,857
<b>TOTAL GRILLE, BAR &amp; BANQUET REVENUE</b>	<b>5,013</b>	<b>74,812</b>	<b>105.37%</b>	<b>71,000</b>	<b>3,812</b>

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

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

<b>GRAND TOTALS</b>	<b>13,597</b>	<b>289,812</b>	<b>115.41%</b>	<b>251,125</b>	<b>38,687</b>
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Advance Deposits Collected		\$0.00
Tax Collected		\$0.00
Misc.		\$0.00