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Township of Lower Makefield
Golf Advisory Committee
Meeting Minutes, July 9, 2018

Golf Committee:

Richard Eisner, Chairman – present
Helen Bosley, Vice Chairman – absent
Jim Richardson, Recording Secretary – present
Adam Reiss – present
Mark Ellison – present
Grace Godshalk – absent
Rodger Owen – present
Colin Marsh – present
Pat Frain – present
John Lewis, LMT Board Liaison – present

Others:

Ed Gibson, General Manager – present
Jennifer Torres, Course Superintendent – present

Attachments – LMT Board copy only:

Highlands Golf Management, LLC, Monthly Report
Statistical Report, 2018 to date
Brunch Marketing Flyer

Meeting Notes:

Rich Eisner, Chairman, called the meeting to order at 7:00.

Ed Gibson, General Manager, presented an item by item explanation of the Highlands Golf Management monthly report. Revenues, he said, were somewhat down (see attached report), but expenses were held in check. Therefore, we are behind overall, but that was all weather-related, with the number of rounds played suffering slightly.

Gibson explained that the electronic systems are in the midst of changeover, which he predicts will add to greater efficiency in all departments.

Events, Gibson reported, are substantially on the rise, a strong trend.

A long discussion of food and beverage operations followed, with varied thoughts and opinions being offered by all. The upshot of this discussion was that first of all, food and beverage operations offer a very substantial opportunity for profitable growth at Makefield Highlands, but there was no consensus as to how that growth will be achieved. All were encouraged to return to our next meeting with meaningful suggestions.

Jennifer Torres, Course Superintendent, reviewed the current golf course conditions, and the various efforts she and her team are employing to maintain the course's high level of playability (see the attached report). Several members of the committee decried the clear fact that our customer/players often don't do their part, especially on the greens, where multiple unrepaired ballmarks are regularly in evidence. It was suggested that our Marshalls could more strongly instruct the players to be more careful and considerate – Ed Gibson will pursue that issue.

The June 11 minutes were approved, Colin Marsh moving and Mark Ellison seconding.

Rodger Owen moved to adjourn and Jim Richardson seconded – Rich Eisner adjourned the meeting at 8:50,

Next meeting to be held August 27 at the Township Building.

Respectfully submitted, Jim Richardson, Recording Secretary

Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

July 9, 2018

Financial Update

- Revenue Year to Date 2018 vs 2017 = 2018 Total \$1,120,231 vs 2017 \$1,255,040 (Diff \$-134,808)
- Total expenses 2018 = \$770,862 vs 2017 = \$814,490 (Diff \$-43,628)
- Net Income 2018 \$201,828 vs 2017 \$277,402 (Diff \$-75,574)

- Total expenses YTD = \$770,862 vs Budget \$879,604. + \$108,742

Golf Course Update

- Course was closed 1 day during the month but we did have some days that rained in the morning and we had no play until afternoon. We ended up with 5,676 rounds played during the month against a budget of 6,200.
- *Rounds In June 18' = 5,676 vs 17' = 5,913* Difference of 237 rds.
- *Rounds to date 18' = 15,130 vs 17' = 18,036* (All weather related) Difference of - 2,906 rds.
- Dollars per round June 18 = \$34.03 vs June 17 = \$33.44

Operations/Activities

- Golf course was open for 29 days of play during June with 5,676 rounds played. Golf Revenues were \$318,003 against a budget \$357,080 (89.06%). During the month, the range was effected a little with the weather and revenues were \$24,187 (89.58%) against a budget of \$27,000 and merchandise sales up again for the month at \$27,331 against a budget of \$24,500 (111.56%).
- MHGA event scheduled for Saturday, July 14th we have 46 players and registration has been on the rise this year which is great!
- Hurricane Junior Event July 10 – 11 50-70 juniors
- Outing booked July 13th – 60 players
- July 29th 9 & Dine

F & B

- Food and Beverage revenues were \$96,532 versus a budget of \$89,500 (107%) Nice to see! Breakdown was \$65,633 Grille revenue versus a budget of \$84,500 (77.6%) and \$30,899 banquets against a budget of \$5,000 (617%).
- F & B Rev/Rd June 2018 Avg = \$18.56 vs June 2017 = \$15.02 Nice Increase!
- Total Events in June 2018 = 15 vs June 2017 = 10
- July scheduled banquets = 3 (Outing, luncheon and sweet 16) vs July 2017 = 5. (Difference was 2017 in July 1 wedding and 1 memorial service). Typically a slower month with events.
- Summer menu edits coming soon
- Continuing to offer Happy Hour Friday's, 5:00 – 8:00pm. Drink and App specials
- Band Night, July 26th 5 – 8PM
- Nine & Dine, Sunday June 29th
- OAA has an Open House Brunch scheduled Sunday, July 29th, 10am – 1pm

Highlands Golf Management LLC

Course & Grounds

- **Course Conditions** - Summer months have brought the heat. Due to temps, adjustments have been made to schedule. We are Not mowing Bentgrass on hot days. Rolling more or just hitting with irrigation to knock the dew off in mornings. Wetting agents are helping to keep greens and tees looking good and staying moist. Hand watering is being done as needed.
- **Sprays**- We continue to spray as weather conditions change. Pythium treatments have been sprayed to be proactive. As pressures for Dollar spot and Pythium rise, we are on the lookout and will adjust sprays accordingly. Crabgrass preventatives were sprayed May 15-25 on Tees, Fairways, and primary rough. With conditions as wet as they have been, we have expected break through. We will be spraying herbicides to control the weeds after high temps subside.
- **Bunkers**- Rain events have continued to affect the conditions of the bunkers. Staff have been working very hard to keep bunkers playable. With each heavy rainfall we find ourselves trying to keep up. Again we had to reach out to the LMT Parks and Rec Dept to borrow the rake due to equipment issues. The positive is we have placed our orders with Toro and Deere and will receive New equipment in August.
- **Range**- The tee has been opened for use
- **Audubon International**- Certified
- **Maintenance Equipment Lease**- Equipment was ordered May 25th from both Deere and Toro
- **Maintenance Staff**: We have hired one staff member, and have returning college students as well. Additionally, we had a ranger help our staff fill divots on tees and fairways a few days a week.

Sales & Marketing

- Parks & Recreational getting on their schedule for Fall programming
- Yardley Harvest Day – Scheduled to participate for 2018
- Social Media Post to support events.

Capital and Project

- Deck furniture delivered and patio
- Indoor shades and blackout panels have been installed.
- Working on Audiolab with sound for indoors and outdoors. Along with TV's.