

Township of Lower Makefield
Golf Advisory Committee
Meeting Minutes, June 11, 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 – present
Rodger Owen – present
Colin Marsh – present
Pat Frain -- present
John Lewis, LMT Board Liaison – present

Others:

Mike Attara, President, Spirit Golf Management
Ed Gibson, General Manager
Jennifer Torres, Course Superintendent
Greg Stanch, Food & Beverage Manager

Attachments – LMT Board Copy only:

Highlands Golf Management, LLC, Monthly Report
Marketing Flyers (3)

Meeting notes:

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

Ed Gibson presented the Highlands Golf Management status report, stressing the problems created by bad weather, but noting that event numbers are trending upward, even though the anticipated Family

Fun Day had to be cancelled, due to inclement weather. Adam Reiss noted that as a general, universal rule, inclement weather kills public golf, which, unlike private country clubs, depends on a daily, pay-as-you-play financial model. Jennifer Torres strongly agreed. Ed also reminded the Committee that Harvest Day will be on September 16, another event we can tie into.

Greg Stanch discussed the new dining menu and its overall acceptance, stating that the food offerings are substantially improved, and that Food & Beverage is performing quite well. He asked the Committee to spread the word to our friends and neighbors. Adam Reiss did comment that some of the portions were excessively-sized, and that we could perhaps save some money by cutting back. Greg will investigate.

It was reported that several neighbors have asked that there be no sign at the Club entrance advertising food and beverage availability, fearing an increase in traffic – exactly what we are trying to promote. Rich Eisner suggested that the participants and families associated with the big Pennsbury Softball Tournament be invited to the Club for food and refreshments, as a way to build additional traffic.

Adam Reiss led a discussion of golf fees at Makefield Highlands, as compared with nearby competing golf courses. No decision was reached, but additional debate will continue during future meetings.

Golf pro shop clothing offerings were discussed, with several Committee members voicing opinions as to how to strengthen the variety, and therefore, salability, of shirts and other logoed gear. This led to a discussion of our logo itself, which many Committee members feel can be improved upon. Mark Ellison will research this question, promising a report for the next meeting.

Ed Gibson reviewed the deck and furniture capital plan, along with the deployment of the various television monitors, all to make the food and beverage experience more enjoyable.

Following discussion at last month's meeting, Colin Marsh has investigated work/study opportunities at Makefield Highlands for young people to get a start in our business, while providing our club with additional, favorably-priced labor. Colin will have someone from Bucks County Technical School contact us.

Last month's minutes were unanimously approved.

Jim Richardson moved that the meeting be adjourned, Rodger Owen seconded, and all approved.

Next meeting will be July 9, 2018 at the Township Buidling.

Respectfully submitted, Jim Richardson, Recording Secretary

Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

May 14, 2018

Financial Update

- 1st Quarter 2018 vs 2017 = Revs Total \$122,657 vs \$160,471
- Total expenses 2018 = \$278,708 vs 2017 = \$311,058
- Net Income was (- \$9,375) vs 2017
- 2018 = \$122,657 vs Budget of \$153,356. Missed rev by (-\$36,698)
- Total expenses = \$278,708 vs Budget \$342,948. + \$64,239
- Net Income + \$31,798 on the plus side with managing expenses.

Golf Course Update

- Course was **closed 8 days** due to a rough first half of the month. We ended up with only **2,991** rounds played during the month against a budget of **4,200**.
- ***Rounds to date 18' = 4,820 vs 17' = 7,109* (All weather related) Difference of 2,289 rds.**

Operations/Activities

- Golf course was open for only 22 days of play during April with **2,991** rounds played. Golf Revenues were **\$84,899 against a budget \$140,700** (60.34%). During the month, the range was back and forth with the weather and revenues were **\$14,026** (60.98%) against a budget of **\$23,000** and merchandise sales **\$14,476** against a budget of **\$17,600** (82.25%).
- MHGA event scheduled for Saturday, May 12th we had 42 players registered.
- GAP matches are completed. Team 2 won their division and will move up in 2019. Team 1 won their challenge match and will stay in AA division.
- Sunday, May 20th – 9 & Dine scheduled. 4 foursomes signed up so far.
- Thursday, May 24th – BCSWA Golf Outing

F & B

- OAA tent was installed April 20th and events have already taken place inside.
- Food and Beverage revenues were **\$53,802** versus a budget of **\$54,100 (99.4%)** Breakdown was **\$32,718** Grille revenue versus a budget of **\$33,300 (98.25%)** and **\$21,084** banquets against a budget of **\$20,800 (101.37%)**.
- New Spring Menu has been received well and number of players staying for food with leagues has increased with is great!
- Events upcoming in May:
 - 5/20 – Bridal Shower

Academy/Range

- Op36 for spring semester is underway and fully subscribed.
- Jr PGA league – MHGC will have 3 Teams this season!! Continuing to grow!

Grounds/Maintenance

- **Greens-** Completed April 9-10, Solid tine due to wet conditions
- **TEES-** Scheduled April 23-24, only a few were solid tine aerified due to wet conditions and then equipment problems. We may try to aerify the other tees after the Qualifier May 14, 2018

Highlands Golf Management LLC

- **FAIRWAYS**- Did not get done this spring due to timing and weather conditions, Will attempt to do them in the fall. We have to spray for crabgrass now, so Spring Aerification will not happen.
- **SPRAY** - We have begun spraying on schedule for greens. Wetting agents have been sprayed on tees and greens. First Fairway application will be applied this week weather permitting. Most rough has been sprayed for clover and dandelions. Crabgrass sprays will go out this week on tees, fairways, and primary rough. Natives will also be sprayed over the next few weeks for weeds
- **Bunkers**- Staff have been working on edging and adding sand to bunkers.
- **Range**- The tee looks to have come through the winter well, fertilizer has been applied and grass is beginning to grow with warmer conditions
- **Audubon International**- Certified
- **Maintenance Equipment Lease**- Mike and Mark are now working with Toro and Finch to finalize our next lease.
- **National Golf Day**: Jennifer and her son attended the National Golf Day in Washington, DC April 23-25 representing Makefield Highlands Golf Club. During this event they participated in a community service project on the National Mall helping fellow Superintendents and Grassroots Ambassadors clean up and maintain the area. Then they ascended on Capitol Hill to have direct meetings with Staffers for Senator Booker, Senator Menendez, Congressman Tom MacArthur, and PA Congressman Brian Fitzpatrick. With our involvement we hoped to help educate our politicians about the ways golf is making our environment better and how we can work together to protect it and also benefit the economy. The GCSAATV did a piece on the event that highlights Jennifer and her son. There is also an article that will be published in Golf Course Magazine. For more information you can log on to wearegolf.org. or gcsaa.org.



Sales & Marketing

- Band Nights have been a success! Dates upcoming are June 1 & 15
- Happy Hour specials have been had on those evenings
- Yardley Harvest Day – Scheduled to participate for 2018
- Social Media Post to support events.

Capital and Project

- Phase two: Outdoor furniture, electronics for indoors with TVS and music.
- Equipment Lease