

Township of Lower Makefield
Golf Advisory Committee
Meeting Minutes, November 14, 2018

Golf Committee:

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

Others:

Mike Attara, President, Spirit Golf Management
Ed Gibson, General Manager

Attachments – LMT Board Copy only

Spirit Golf Management Makefield GC Report thru October, 2018
December Event Calendar
Makefield Highlands Restaurant proposed 2019 Plan
Erini Restaurant photos

Meeting Notes:

Rich Eisner called the meeting to order at 7:01

Mike Attara and Ed Gibson reviewed the Golf Club October performance. For the year-to-date golf course performance, all numbers were in negative territory, entirely attributable to the adverse weather

experienced throughout the year. To date, the golf course has been closed 75 days, as opposed to 41 days in 2017 – thereby impacting rounds played, greens fees, cart fees, range fees and shop merchandise sales. The only bright spots have been food and beverage sales and banquets & events – both up slightly.

There followed a presentation by Rodger Owen and Colin Marsh, who have spent an extraordinary amount of time analyzing our restaurant performance. They have put together, along with consultation from FZ Creative, a thorough report and prospectus focusing on all aspects of restaurant performance, including menu suggestions and marketing ideas. The committee engaged in a long discussion, point by point, of their analysis and recommendations, and there will be additional discussion in future meetings as we come to final agreement and then implementation.

Mark Ellison moved to adjourn, Jim Richardson seconded, and all were in favor.

Next meeting will be held on December 11, 2018 at the Township Building.

Respectfully submitted, Jim Richardson, Recording Secretary



Makefield GC Report thru October - 2018

<u>GOLF – 2 YEAR BENCHMARKS (as of 10/31)</u>	<u>2017</u>	<u>\$per/Rd</u>	<u>2018</u>	<u>\$per/Rd</u>
Total Rounds Played	38,713		32,947	(5,766)
Days Closed	# 41		# 75	
Green Fees	\$1,202,391		\$1,100,397	
Cart Fees	\$469,156		\$373,951	
Total Greens Fees & Carts	<u>\$1,671,547</u>	\$43.17	<u>\$1,474,348</u>	\$44.75
Range Fees	\$165,456	\$4.27	\$130,196	\$3.95
Shop Merchandise	\$146,035	\$3.77	\$124,001	\$3.76
Food Total Revenue (as of 10/31)	\$544,496	\$14.06	\$538,112	\$16.33
Highlands Grille Rev	\$414,112	\$10.69	\$387,149	\$11.75
Banquets/Events	*\$130,384	\$3.36	\$150,963	\$4.58
	*(Clubhouse Closed Jan-Feb)			

Golf Course Update

- **Closed 2 days during the month of October.** We ended up with **3,422 rounds** played against a budget of **4,000 (85%)**. Range revenue for the month was **\$11,459** against budget of **\$12,000** and merchandise revenue for month was **\$15,841** against budget of **\$5,500**.

Operations/Activities

- MHGA Ryder Cup was scheduled 10/27 – 28. With RAIN on Saturday, we decided to have the event in 1 day. 3 formats over 6 hole increments. Those that played had a nice time!
- Fall Classic, October 19th was a success! Close to 80 players. We RAISED over \$7,500 for LMT fund!
- Folds of Honor, Nov 9th along with the golf marathon, we raised over \$4,200!! Our goal was \$3,500. Golf marathon raised over \$2,500!!
- Superintendent’s Revenge scheduled Friday, Nov 23rd is SOLD OUT! 30 – 4somes.

FOOD & BEV

- Revenues were **\$102,075** against a budget of **\$81,000 (126%)**
- Breakdown was Grille **\$59,503** against a budget of **\$76,000 (78.3%)** and Banquets/Events **\$42,572** against a budget of **\$5,000**
- 4 Events in November – (2 Golf) and Pennsbury Cross Country Banquet, Retirement party.
- 11 Events scheduled in December (All non golf)



COURSE & GROUNDS

- **Aerification – Tees- Completed Oct 29 – Nov 1st
Fairways- In progress thru December**
- **Bunkers – The renovation process has begun with our bunkers. (43,000 sq ft.) Bunkers that are being worked on are: #2 greenside, #9 fairways, #9 greenside, #1 left greenside, #5 pot bunker, #6 greenside. (In red font are those that have been prepped so far.)**
- **Range- Tee will be shut down soon and covered for the winter.**

MARKETING

- 6 emails sent thru the month with club information. (Newsletter, Black Friday SALE, Band Nights and tournaments)
- Online registration via Tee Snap with regards to Folds of Honor, Fall Classic, donations and Superintendents revenge has been active. Bi weekly emails are sent thru system and payment is collected via website which makes for much easier execution day of event.
- Digital message board is updated periodically based on upcoming events along with posters in our hallway.
- Facebook and Twitter posts thru month.

Capital

- Comcast has been scheduled to come and do the work to wire New TV's.