

Township of Lower Makefield
Golf Advisory Committee
Meeting Minutes, January 14, 2019

Golf Committee:

- Richard Eisner, Chairman – present
- Helen Bosley, Vice Chairman – absent
- Jim Richardson, Recording Secretary – present
- Adam Reiss – present
- Mark Ellison – present
- Rodger Owen – present
- Colin Marsh – present
- Pat Frain – present

Others:

- Ed Gibson, General Manager
- Jennifer Torres, Course Superintendent

Attachments – LMT Board Copy Only

- Spirit Golf Management Report thru December, 2018
- Proposed Rate Analysis – 2019

Meeting Notes:

Rich Eisner called the meeting to order at 7:00

Ed Gibson asked for a moment of silence for Grace Godshalk, longtime committee member, recently deceased, which was observed by all.

Rich Eisner announced that the new LMT Board Liaison representative will be Kristen Tyler, replacing John Lewis

Ed Gibson provided a detailed, two-year benchmark report of the golf course's financial performance. Once again, all numbers, comparing 2018 with 2017, were down, entirely the result of adverse weather. The golf course was closed 85 days in 2018, as opposed to only 55 days in 2017. The only bright spot

was banquets and events, indicating the success of the increased marketing effort dedicated to strengthening that very important segment of our business.

To that end, Ed reported, we will be hiring a new Head Chef and a new Food & Beverage Manager, who will also be in charge of banquet sales. Both sous-chef Alex and Greg Stanch, bar manager, will be retained.

Jennifer Torres reported that she and her team are starting as early as possible to prepare the course for 2019 play, initially focusing on the very important May 13 U.S. Open Qualifier.

Jennifer also reported that the bunker renovation program is proceeding as planned, with eight bunkers having been renovated this past fall, and eight more scheduled to be done in the fall of 2019, thereby strongly improving the playability of the golf course.

There was then a lengthy discussion of rates and fees and various proposed incentive rate programs. New, increased rates were proposed, Jim Richardson moved that they be instituted, Adam Reiss seconded, and all were in favor.

2019 Officer positions were discussed and voted upon:

President – Rich Eisner: Jim Richardson so moved, Adam Reiss seconded, all were in favor

Vice President – Mark Ellison – Pat Frain so moved, Jim Richardson seconded, all were in favor

Recording Secretary – Jim Richardson – Adam Reiss so moved – Pat Frain seconded, all were in favor

Colin Marsh moved that last month's minutes be approved, Pat Frain seconded, all were in favor

Rodger Owen moved to adjourn, Mark Ellison seconded, all were in favor.

Next meeting to be on February 11, 2019, at the Township Building at 7:00 p.m.

Respectfully submitted, Jim Richardson, Recording Secretary

SPIRIT GOLF RATE RECOMMENDATIONS BELOW:

IN SEASON: Mon-Thurs. 5/1-10/22

18 hole Non-Res Sr. / was \$28 / **NEW \$30**

9 hole Non-Res / was \$29 / **NEW \$30**

18 hole Res Sr. / was \$23 / **NEW \$25**

18 hole Jr. / was \$28 / **NEW \$30**

IN SEASON: Fri- Sun. 5/1- 10/22

18 hole Non-Res Sr. / was \$37 / **NEW \$39**

18 hole Res Sr. / was \$33 / **NEW \$35**

SHOULDER OFF SEASON: 3/20-4/30 & 10/23-11/19

Monday- Thursday

18 hole Non-Res Sr. / was \$28 / **NEW \$ \$30**

18 hole Non-Res / was \$49 / **NEW \$50**

18 hole Res Sr. / was \$23 / **NEW \$25**

18 hole Jr. / was \$21 / **NEW \$23**

Friday-Sunday

18 hole Non-Res Sr. / was \$33 / **NEW \$35**

18 hole Res Sr. / was \$28 / **NEW \$30**

18 hole Jr. / was \$21 / **NEW \$23**

OFF-SEASON: 11/20 – 3/18

RECOMMENDATION NOT TO INCREASE RATES ACROSS BOARD.