

Township of Lower Makefield  
Golf Advisory Committee  
Meeting Minutes, March 18, 2019

Golf Committee:

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

Others:

Mike Attara, President, Spirit Golf Management – Present  
Ed Gibson, General Manager – Present  
Mark Peterson – Golf Course Supervisor – Present

Attachments – LMT Board Copy only

Spirit Golf Management, Makefield GC Report thru February, 2019

Event Calendar – April, 2019

Event Tracking Report, February & March, 2019

Makefield Highlands Golf Course, Profit & Loss Budget vs. Actual, January thru February, 2019

Makefield Highlands Weekly Marketing Tracking Report, February, 2019

Meeting Notes:

1. Rich Eisner called the meeting to order at 7:00
2. Mike Attara reviewed the profit & loss picture thru March, 2019. All golf and related revenues were down, year to year, 2018 vs. 2019, primarily due to weather and that the course was



- closed for twelve days during the period. On the bright side, food and beverage revenue was both up and substantially over budget, with banquets and events leading the way.
3. Mark Peterson reviewed the conditions of the course & grounds, explaining that the adverse weather conditions, being both wet and even frozen, have slowed the spring preparations. He noted that a GPS system has been installed on the sprayer, enabling his team to be much more precise in their coverage of the turf. He also stated that we will be ready for the May 6 US Open Qualifier. Additionally, he is hoping to have at least one trainee on staff as the season begins.
  4. Mike Attara, as he strives to maximize revenue from the tent, stated that he and Ed Gibson are working closely with our suppliers.
  5. Mike also reviewed the current status of our potential new club logo. Adam Reiss and Mark Ellison were named as a subcommittee to work with Spirit in reviewing and eventually recommending a new logo to the committee.
  6. Mike informed the committee that they are in the process of interviewing Head Chef candidates, and hope to have this situation resolved shortly, and a new Head Chef on the scene as the season begins.
  7. Mike and Ed announced that they have begun a major survey, utilizing a focus group of 200 regular Makefield golfers to determine opinions, suggestions, and overall ratings of our golf course and services as we strengthen our offerings going forward.
  8. Finally, Ed informed the committee of the creation of a new program for young people: a Tuesday and Thursday lesson night with food! He feels the prospects for overall positive growth are quite strong.
  9. The minutes of last month's meeting were reviewed, approved by Adam Reiss, seconded by Mark Ellison, and all were in favor.
  10. Jim Richardson moved to adjourn, Helen Bosley seconded, and all were in favor.
  11. Next meeting to be on April 15, at the Township Building.

Respectfully submitted, Jim Richardson, Recording Secretary





**Makefield GC Report thru February - 2019**

<b>GOLF – 2 YEAR BENCHMARKS (as of 2/28)</b>	<b>2018</b>	<b>\$per/Rd</b>	<b>2019</b>	<b>\$per/Rd</b>	<b>Budget</b>
Total Rounds Played	850		562		400
Days Closed	#7		# 12		
Green Fees	\$ 19,961		\$ 14,159		\$2,600
Cart Fees	\$ 6,252		\$ 3,742		\$1,008
<b>Total Greens Fees &amp; Carts</b>	<b>\$ 26,213</b>	<b>\$30.83</b>	<b>\$ 17,901</b>	<b>\$ 31.85</b>	<b>\$3,608</b>
Range Fees	\$ 2,641	\$3.10	\$873	\$1.55	\$1,500
Shop Merchandise	\$ 1,400	\$1.64	\$1,866	\$3.32	\$200
<b>Food Total Revenue (as of 2/28)</b>	<b>\$ 6,172</b>	<b>\$7.26</b>	<b>\$ 12,654</b>	<b>\$22.51</b>	<b>\$9,300</b>
<b>Highlands Grille Rev</b>	<b>\$ 5,443</b>	<b>\$6.40</b>	<b>\$ 4,559</b>	<b>\$8.11</b>	<b>\$4,300</b>
<b>Banquets/Events</b>	<b>\$ 729</b>	<b>\$0.85</b>	<b>\$ 8,095</b>	<b>\$14.40</b>	<b>\$5,000</b>

**Golf Course Update**

- **Closed 12 days during the month of February.** We ended up with 562 rounds played against a budget of 400 (140.5%). Range revenue for the month was \$873 against budget of \$1,500 and merchandise revenue for month was \$1,866 against budget of \$200.
- **New Outing in April, Monday 4/22 100+ golfers.**

**COURSE & GROUNDS – Mark to Update**

**Course Conditions-** The wet/ frozen conditions continued throughout the month of February. We were forced to keep carts on the paths to protect the playing conditions. The course is still extremely wet due to rains and thawing of the snow. We will begin fertilizing greens this week to get them ready for core aerification April 1 and 2. Spring cleaning and course setup has begun. Solid tine fairway aerification will begin as soon as we can get on the turf without doing damage.

**Aerification Schedule –**  
 Greens- April 1&2  
 Tees- April 15-16  
 Fairways- Spring 2019

We are starting early as possible to get the course ready for the May 6 US Open Qualifier.



**Bunkers-** Seasonal staff returned today. We will continue to add sand to many of the bunkers. We will also be sodding some of the bunker surrounds. We will hold off on removal of the bunkers on 8, 11 and 16 until after the US Open Qualifier.

**Range/ Practice Area-** Tee and Chipping Area covered for the winter, we will be keeping the cover on as long as possible to protect the range and help it have a jump start. Remember it is Bermuda grass and does not wake up in the cooler conditions.

**Labor-** Some of the crew from last season has returned today. We have hired one student from BCTH. He will be shadowing Cameron in the shop when possible and also working out on the course as needed.

We will be placing an ad for seasonal employees, as of right now we have 3 fulltime Seasonal employee's return, and 4 part-time employees' return.

- **National Golf Day/ Community Service Project: Jennifer will attend**
- **2019 GCSAA BMP Committee Member: Jennifer Tores**

#### **FOOD & BEV**

- Revenues were \$ 12,654 against a budget of \$9,300 (136%),
- Breakdown was Grille \$4,559 against a budget of \$4,300 (104%) and Banquets/Events \$8,095 against a budget of \$5,000 (162%)
  - We had 4 events in 2019 vs "0" events in 2018.
  - Please review call log inquiry report for details.
  - OAA meeting via phone with Amanda 3/11.
  - Shannon and Mike spoke and follow up meeting to be scheduled for future opportunities

#### **Steering Committee Update / Marketing**

- Golf Logo's (Highlands)
- Chef update
- Survey update
- Tee Snap Monthly Report. (Review)

#### **Capital**

- Large TVs have been installed along with mirror and bar enhancements.