



# The Town of Barnstable

## Office of Community Services

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Hyannis Youth & Community Center: 508-790-6345  
Recreation: 508-790-6345

Marine & Environmental Affairs: 508-790-6272  
Senior Services: 508-862-4750  
Veteran's Service: 508-778-8740  
Youth Services : 508-790-6345

### GOLF COMMITTEE MINUTES December 11, 2012

Meeting called to order at 5:33pm

Roll Call: David Miller present  
Richard Aliberti absent  
Nancy Beauchamp present  
Geoffrey Converse present  
Mary Creighton present  
Terry Duenas absent  
Daniel Ginther present  
Also present: Bruce McIntyre – Director of Golf Operations

**Motion duly made by Nancy Beauchamp, seconded by Daniel Ginther to approve the minutes of November 13, 2012**  
**Vote: So voted unanimously**

Opening Public Comments - none

#### Old Business

*Comments on handout "Benefits of Golf Course to the Town"*

- All data and information regarding economic impact to be forwarded to Bruce McIntyre
- Dan Ginther: include both full time and part time staff; approximate the number of employees; request clarification regarding career paths in the golf industry; requests clarification regarding mitigation of potential traffic problems; requests a copy of "Cape Cod Golf Packages" available on the Cape – Bruce McIntyre suggests viewing many through the Chamber of Commerce websites; would like to promote packages via Facebook as well; identifies the significant contributions of members to local food pantries
- Mary Creighton: requests 'residents' be changed because not all residents are from the TOB; include language speaking to Hyannis being a self-sufficient business, a proven success
- Bruce McIntyre: provides background in the TOB decision of the Hyannis course purchase which included watershed protection and decreasing further development; suggests changing 'ecological' to 'environmental' impact which was one major factor of the purchase decision; plan process will begin in January; golf sets the rates for golf packages and hotels fill in the rest to their specifications; course discounts tend to be based on hotel location and groups tend to be specific as to where they want to play; continues to pursue marketing hotels / motels who do not currently market golf packages; Holiday Inn markets the Hyannis course exclusively;
- Nancy Beauchamp: Need to educate both the taxpayers and voters that the course is well managed and well staffed; hotels have specific packages
- Dave Miller: would like to ensure that both courses are marketed properly; identifies the significant contribution of members to the Toys for Tots, also noting that the total contribution to food pantries for Thanksgiving was \$1,500

### *Status of Outside Lighting at Hyannis Range*

- Update on NStar provided by Bruce McIntyre
- Project needs to move forward; to include lighting the practice green as well; would increase traffic to the restaurant as well; visibility from the road would increase more public participation
- Surveys: suggest polling current members which has not been done for some time; new member packets will include a survey
- Cost estimate required prior to commitment; committee could do a conservative estimate
- Bruce McIntyre will keep committee apprised of progress

### *Recap of Rate Meeting with Town Manager*

- Meeting was held Thursday, December 6, 2012
- Update provided by Bruce McIntyre: minor questions regarding junior golf; no negative comments; Finance Director, Mark Milne supportive of successful program; results due within a few weeks
- Refreshment / beverage carts: no discussion took place
- Review of licensing requirements, modification and implementation process
- Vendors to be invited to the January committee meeting; suggest inviting vendors to a committee meeting; need to ensure accurate and thorough information is shared; gather opinions; ensure all aspects of the potential program maintain a professional appearance

\* Geoffrey Converse arrives at 6:04pm

### *Timely Information on Web Page*

- Website updates not posted in a timely manner; information does not flow effectively; notifications include weather delays; tournaments; etc.; would like to see postings as effective as the HYCC
- Facebook provides instant notification
- Review of TOB website processes and the amount of information being posted throughout the town
- Golf department exploring other website options
- The potential for either a full time IT or marketing position
- Website to remain an active agenda item

### *Marketing Committee Report*

- Update provided by Geoff Converse and Dan Ginther; meeting took place on 12/10/12
- Potential ideas include: TOB championship tournament; expanding charity benefits; promote OBF as "the best walk on Cape Cod"
- Discussion: fees at other courses; competing with private clubs; increase marketing; timing of tournaments;
- Combine the Scholarship and proposed TOB championship into one tournament with proceeds benefiting the scholarships; include non-member residents; all participants, even members pay a registration fee; provide a golf 'goodie bag'
- TOB is not permitted to provide golf prizes to a charitable organization
- Bring the events in, do not wait for them to approach
- Should develop a competitive price to draw more charitable tournaments; keep it local to increase community wide revenue
- Increase options in the off-season
- Continue conversation to January committee meeting
  
- Improvements needed at both courses: Restaurant, deck, cleanliness
- Floor plan at OBF should be reviewed

Manager/Superintendent Report

- Report provided by Bruce McIntyre
- OBF scheduled for re-opening first weekend of March 2013, weather pending
- Suggested that OBF remain open longer – weather dictates business;
- Site improvements to be handled internally
- FY14 budget process update; final budget due 12/14/12; anticipating similar level funding as there are not many changes; once complete copies will be available for the committee to review
- Study for the Hyannis course; request for surplus funds to cover the cost is needed
- Membership renewals with surveys to be distributed in January
- Storm damage and clean up reviewed
- Aeration process reviewed; Dave Miller expresses kudos to the aeration work completed, it was a tedious project and well done; normal aeration will take place in April with no anticipated disruption in May
- “Do’s and don’t signage at the 10<sup>th</sup> hole – needs to be moved to the first hole
- Snack bar exterior and cart area is addressed in the FY13 budget
- Golf expo’s in Portland and Boston to be attended by staff
- Cleanliness of restrooms needs to be addressed
- Beautification committee – special thanks needs to go out to Judy Sousa and Karen Marshall; suggest a letter of recognition be provided by the Town Manager; photo opportunity with a certificate of appreciation suggested

*On behalf of the Golf Advisory Board – we would like to wish you all very Happy Holidays!*

Closing Public Comment - *none*

***Motion duly made by Mary Creighton, seconded by Nancy Beauchamp to adjourn***

Meeting adjourned at 6:53pm

Respectfully submitted

Theresa M. Santos

Recording Secretary

**Please Note:** The list of matters, are those reasonably anticipated by the chair, which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law. It is possible that if it so votes, the Committee may go into executive session.

The Committee may also act on items in an order other than they appear on this agenda.