



The Town of Barnstable

Office of Community Services

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Senior Services: 508-862-4750
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Youth Services : 508-790-6345

Golf Committee Meeting Minutes Tuesday August 14, 2012

Dave Miller- Chairman	Present
Mary Creighton	Present
Richard Aliberti	Absent
Dan Ginther	Absent
Terry Duenas	Present
Geoff Converse	Present
Nancy Beauchamp	Present
John Norman – Liaison	Absent

Also present were Bruce McIntyre – Director of Golf Operations and Carol Puckett – Administrative Assistant.

Roll Call

Everyone is present except for Richard Aliberti.
As a quorum has been met, Dave Miller opens the meeting

Act on Minutes from July meeting

Dave Miller wants to include that Norman Greer was also present at the meeting. Also, on Page 3 change from Chris White to James Bentley. Page 4 at bottom, change from 6000 to 68000 and on last page, first paragraph, the money was to paint the Olde Barnstable Clubhouse and not the Hyannis Clubhouse. Change the spelling of Judy Sousa to Judy Souza.

Motion by Mary Creighton and seconded by Geoff Converse to approve minutes as amended.
Vote:
All in favor

Opening Public Comments

Judy Souza indicates that the beautification project is ongoing, they are adding and subtracting plants, there is new sod in the flagpole circle which they will be updating with seasonal flowers.

Old Business

• Discussion on Presentation to Mr. Milne

Dave Miller asks what the next step should be. Mary indicates that her impression was that they need to reach out to resources that rely on the golf courses as a revenue source and open discussion with them to see how it affects their bottom line as well as the golf course's bottom line.

Nancy Beauchamp thinks that if they are to sell the taxpayers or the town on helping out financially, they need to do their homework and a PowerPoint presentation on the financial impact, benefits and unstated benefits of the game and having Hyannis in the program. She thinks that the Finance Committee should work closely with Bruce and Lisa to start putting together pertinent information to be able to sell this to the town and/or taxpayer. Also, she believes they need to be able to sell this so that people understand the needs and value to the town. She wants to note that Mr. Milne was very helpful and wants to thank him for coming and spending time on this.

Terry Duenas would like to reiterate what Mary and Nancy have said and wants to add that they need to put together a package that is overwhelmingly built on fact of how important it is to protect this asset. As an asset, it brings in economic development, resources for the community and recreation to the entire community.

Nancy will get in contact with Bruce tomorrow regarding a meeting with the Finance Committee possibly the first week in September.

Geoff believes that there might be a formula that could possibly work in estimating how much money is brought to Cape Cod and ultimately to the town. Geoff thinks perhaps the marketing group and the Finance Committee should work together but first the Finance Committee should put together the fiscal aspect of it. Dave will speak to Dan regarding a presentation about non-tangible items.

Bruce thinks that it was a good first step and tentatively they have planned a property site inspection tour with the Town Manager, Mark Milne and Lynne Poyant for Tuesday, August 28, 2012. Also, doing the tour will be the three senior managers, as well as himself, Mr. Miller, the appropriate golf pro and superintendent from each course. He has started an outline as to how many junior golfers they service, how many complimentary rounds to the high schools, hotels, how many hotels are doing business with them, etc.

Mary suggests looking back historically on how the approach was made on funding the youth center, how that came to fruition and how the vote went. Bruce indicates that there were multiple major donations. Bruce thinks the direction is right, but the presentation has to be strong and compelling.

Terry would like to attend the tour also. Bruce invites Terry to attend. Terry also thinks it is important to get Mark Ells involved in order to share resources.

• Marketing Committee Report

Dave indicates that there was a marketing committee meeting prior to last meeting. Geoff indicates that they are intent on getting the word out about golf and dealing with certain media. He indicates that their Facebook page is growing. Geoff also indicates that they discussed putting Barnstable in a golf magazine and buy an ad for Barnstable golf. However, he indicates that in the magazine, a region is pushed instead of one particular golf course. Nancy had made a suggestion about a small golf expo at Hyannis during the winter to bring in some different manufacturers. Nancy also recommends an equipment trial/demo day.

Dave asks Bruce if they are still doing radio ads. Bruce indicates that, in the fall, they will be doing pre-season Monday night football and the entire season Thursday night football. They have been doing the PGA all season.

Terry indicates that he will be producing a show entitled Golf Cape Cod on a well connected video sharing server and wants Barnstable golf to be the first one on it. He indicates that because it is public access, they cannot sell the package of golf but they can talk about the course, market it as a destination, and needs a host for it. He asks Geoff if he would be interested in hosting it.

Dave asks Bruce about golf packages and marketing to hotels. Nancy isn't sure if they could do it on an exclusive basis because it is town property. Dave asks Bruce to check with legal.

- **Status f Refreshment Carts**

Bruce thinks that during the tour, they could bring the refreshment carts up.

New Business

- **Initial 2013 Rate Discussion**

Dave would like ideas tonight on the rates. Dave thinks that the prices for everything are going up and they might have to raise the rates somewhat but asks at what point would people draw a line because of the hike.

Mary asks Bruce if there is a way to see how many times a player plays. Bruce indicates yes.

Nancy talks about a customer price index. Terry asks if they are better at a 2% increase for 5 years or 10% On the fifth year. He thinks that the 2% increments might be better. Nancy indicates that they didn't raise the fees last year and if they don't raise them this year they are impacting themselves financially and members would assume that everything must be very good when this committee knows it is not. They discuss raising day play fees and lowering cart usage fees. The members discuss

Dave asks the members to think about it for discussion next month.

Bruce would support no residency restrictions on the junior members and would like to see the fees for junior golfers from any town, to remain the same. Dave wants to talk about a timeline as to when they should send out notices to golfers per a rate review meeting. He suggests sending notice out in October.

Bruce will check with Lynne Poyant as soon as possible as it may need to be accelerated because of the budget process.

- **Manager's/Superintendent's Report**

Bruce indicates that, for August, they are trying something different which is to postpone aerating the greens until after Columbus Day and want to keep both courses open everyday in August. Also, from August 20th to September 6th, they will be offering discounted September weekday rates everyday including weekends and the holiday which has, and will again, advertised in the Cape Cod Times. Also, they will be pushing their mid-afternoon rates and Senior Tuesday in Hyannis. On October 4th they will be doing Business Partner Appreciation Day for the hotel partners and business partners whom they conduct business with. Regarding an issue with the carts at the Hyannis golf course, he indicates that today he had received two complaints regarding the carts. The problem seems to pertain to belt slippage which, if stopping in the middle of a hill and trying to restart, the cart would go backwards before going forward. He has spoken with Five Star leasing regarding the problem and was told that a technician would be out to adjust the carts. He asks the members to relay if they hear of any other complaints.

Bruce indicates that he will be working with Johanna Boucher from Purchasing on the OBF cart lease for next spring and the restaurant lease at OBF which will probably start in September. Grounds work continues on both courses, the bunker work is continuing and just about wrapped up. Overall July was a good month. OBF fell short as they did 92.5% of their projection and In Hyannis they did 7.5% over projection of last year. He gives overall totals.

Nancy asks about the increase in pro shop sales in Hyannis. Bruce thinks it is Roman's influence and some new products.

Closing Public Comments

Judy Souza praises Bruce for his attention to finances and marketing.

Motion is made by Mary Creighton and seconded by Terry Duenas to adjourn.

Vote:

All in favor.