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**TOWN OF BARNSTABLE
BARNSTABLE RECREATION DIVISION**

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**Golf Committee Meeting
Tuesday, September 13, 2011
Minutes**

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

A meeting of the Golf Committee took place on Tuesday, September 13, 2011 at the Old Barnstable Fairgrounds Golf Course, Route 149, Marstons Mills, MA at 5:30 PM.

Also present were Bruce McIntyre, Chris White, Merry Holway, and Carol Puckett – Administrative Assistant.

Roll Call attendance is taken.

Approval of Minutes from August meeting

The members indicate that they had not received the minutes previous to tonight. Carol to set up email so that everyone can get minutes and financials.

Motion is made by Dave Miller and seconded by Dan Ginther to table the minutes until the next meeting.

Opening Public Comment

No comments.

Old Business

- Committee Report
- Marketing Committee

Dan Ginther indicates that they had a meeting last Thursday and discussed the websites. Merry Holway indicates that the website is almost perfect and that she had met with the webmaster and Lynne Poyant. Dan Ginther indicates that he cannot navigate from OBF to the Hyannis course link. Merry asks that if that problem persists to take a printout, get the URL and report it. Dan suggests a Facebook® presence as a way to acquire new members and as a way to inform members of open tee times or tournaments, etc. They also talked about the signage at OBF which is still in the works as well as the beverage carts.

Bruce McIntyre indicates that the contract for the carts will be coming up at the Hyannis Golf Course and that by April 1st of next year they will have approval. Also, it would seem to him that the logical thing would be to have a food/beverage cart included in the lease and have the concessionaires reimburse them for the cost of the lease as this would be a good opportunity. He has a meeting at 12:00 PM, this Thursday with Johanna Boucher from Purchasing but does not have final approval as of yet.

Dan asks what the policy is regarding handling of the vendors. Bruce believes that the vendors are aware that there will be strict operating guidelines and responsibilities. Dave Miller asks where the approval lies with the Town at this time. Bruce indicates that it is somewhere between Lynne Poyant and the Town Manager's level. Terry asks if Bruce sees any potential problems. Bruce thinks that being a player he doesn't think that he had ever encountered anyone being overly intoxicated and believes that it would be an amenity as this would also be selling hot and cold food. Merry comments that even the sale of water or Gatorade would be beneficial to the players as well to the organization. Nancy thinks it is a good step forward and that it would capture people who do not necessarily enter the restaurant. Terry asks Dan if he could write a positive recommendation in order for the Town to do this.

▪ **Update on Brick Project – Dan Ginther**

Dan indicates they have progressed to the members association with the enclosure of how to fill it out the application. They have 14 and need 40 to order a pallet of bricks. He will contact people to give it a boost. Dave indicates that they should resend another reminder to everyone. .

Richard Aliberti talks about the junior program. Dave indicates that the program lasted six weeks, they had a tournament but that participation was low. He indicates that trophies were donated by the members association as well as a plaque with the two winners names engraved which will be at the Hyannis golf course. Richard suggests that next year they make a reference to the juniors and should encourage participation. Richard talks about the first tee program and asks Merry how many children participated. Merry indicates that she will get that information from Lynne Poyant or Mike Sarni. They discuss that it is under the driving range account on the monthly financials. Richard thinks it should have its own category.

Dan indicates that he had handed out the financials to the members and has put the line items into graph form. He explains that in June and August there was a large spike in the driving range.

He found it easier to follow the line items in graph form and asks the committee to look at the figures and if there are any problems to let him know. He believes that when it comes down to rates, fees and budgets, the graph form will help them make decisions.

Mary Creighton arrives.

Richard Aliberti reads an article from the newspaper about being the lowest of the four courses. Bruce explains that it is a trend of all courses and that some of the figures include restaurant and concessions which not every town report but believes the list is correct. Dan thinks that the paper and the financials are correct and are comparable with the other courses and will look at it further.

New Business

▪ Manager/Superintendent Report

Bruce reports that August was not a great month, they lost one day on a weekend and had closings because of the tropical storm. They had a great July and September is coming on strong. They key is at the end of September at which point they will take a step back and look at the long range aspect. Dan asks if the vendors are both on a three year contract. Bruce believes the Hyannis concession was renewed last year. Nancy asks if it is up to this committee's discretion to roll it over another year. Merry and Bruce will research.

Bruce indicates that starting in September they will be advertising on the radio, on WEEI and WXTK, one minute spots on weekdays on two of the highest rated shows on Cape Cod. On September 19th they will be running a 2X3 ad with Comcast Spotlight on the homepage for three months to offer specials, membership and links to their websites. They did advertise in the Cape Cod Times this week and are looking in the local newspapers to push an early membership drive. Starting October 1st they will be doing 2012 new memberships offering six months free golf as they had a good response with it last year. Also they are running a fall special Monday through Thursday at Hyannis for only \$49 with a cart all day and will be talked about on the radio as well as on Comcast Spotlight. Over the fall they will put together \$1400 to \$1800 to produce an ad for both golf courses which will primarily take place at the Hyannis golf course and thinks a beverage cart in the ad will be good marketing. They can run those ads wherever they want. Again, the website will be updated. He also talked to Patty Lloyd of Cape Cod Chamber of Commerce who got him up to date with a lead list and looks forward to working with her.

Discussion on Tournaments

Merry Holway indicates that in August they had their two day member guest and had 90 participants. She indicates that it was a two day, men and women tournament. It rained some but everyone had a good time. The course was in good shape and was complemented. They were to have a Rally for the Cure last Thursday but because of the rain had to cancel and will not reschedule. However, the auction will still take place this Thursday night from 4:00 to 6:00 PM. They concluded their senior club championship today for Barnstable Golf. The Ladies Member Guest will be next Tuesday at OBF. She indicates that they have a lot of outings at all facilities coming up and that the weekends at the courses are well booked.

Richard Aliberti asks about a nine hole women's golf league. Merry indicates that it could be discussed with the managers.

They discuss a tee box on the 18th hole.

Richard Aliberti asks about the sand trap on the 8th hole. Chris White indicates that it is being worked on and that the sod will be arriving soon.

Discussion Rates/Fee Structure/Fees

Bruce believes that it will be discussed with this committee in September and in October they will bring back what they are proposing and discuss it with the board. He thinks that it could be discussed in November. The fee hearing is in early December. Terry would like to get it posted soon so that they can get feedback. Bruce thinks that the meeting on October 11th would be a good meeting at which the general public could come to comment. They discuss the meeting date of October 11th and possibly another one for October 25th. They discuss non-resident memberships. Merry comments that it brought in a lot of people in the past. Dan Ginther would like to revisit last year's fees/rates before the next meeting and would like everyone to have a firm idea of where they are headed through communications with the management of this committee.

Mary Creighton wants to clarify that in regards to the article in the Cape Cod Times on August 19, 2011 written by Patrick Cassidy in regards to the departure of the former Director of Golf, Mike Ghelfi, that Terry Duenas made several quotes regarding the departure and that the sentiments of Terry Duenas were not her sentiments and in the future if someone is being represented as the chair, it should be discussed with the members previous to a statement. Terry indicates that he was unaware that it would be a representation of this committee and agrees. She would like to reserve her comments until the case is adjudicated. Richard Aliberti concurs.

Closing Public Comments

A motion is made by Richard Aliberti and seconded by Dan Ginther to adjourn.

Vote:

All in favor

Meeting adjourned at 6:43 PM.

Respectfully submitted,
Carol Puckett