

## 10-20-2016 Notes Joint GAC-RPAC Master Plan Meeting

### Members Attending

#### **GAC**

Chris Mulleavey

Dick Holden

Bob Norton

Linda Matlage

Jim Marshall

Jennifer Kretovic

Mark Coen

#### **RPAC**

Mary Miller

Candace White Bouchard

Gail Matson

Lauren Fielder

Marilyn Fraser

Chiara Dolcino

Amelia Martin Brock

Olivia Barton

#### **Staff and Others attending**

Tom Aspell

Brian LeBrun

David Gill

Phil Davis

Bernard "Sid" Chase

Jessica Martin, owner 19<sup>th</sup> Hole at Beaver Meadow

Jim Bouley, Mayor

David Gill welcomes the group and gives a short PowerPoint presentation with history of Beaver Meadow.

David also distributes packet with current CIP projects, past architectural reports and copy of presentation.

The purpose of getting together is to achieve City Council's goal for Parks and Recreation passed as part of the FY17 budget: "Work with Parks and Recreation and Beaver Meadow Golf Course Advisory Committees to create a 10 year master plan for Beaver Meadow Golf Course."

Part of this goal is to combine the four existing CIP funds into one fund.

### **Discussion**

What is rationale for combining?

Will create one category for golf course, will continue, as other project funds in the City, to receive funding from multiple sources.

As course is used for more activities beyond golf related to Parks and Recreation, Ward 3 etc. will Golf Fund become less of an Enterprise Fund?

Challenge of engaging Millennials in the golf industry.

Hours of operations, dawn to dusk golf season, 10:00 AM to 10:00 PM in winter simulator season.

Restaurant the same and or longer

Ward 3/Elections:

- Poor Lighting

- Parking lot in poor shape

Other opportunities:

- Civic groups

- Staff retreats

- Business meetings

Department has taken care of low hanging fruit and opportunities

Now time to look at bigger items

David asks committees to mix and break into two groups

### **Group 1: Joint GAC-RPAC Master Plan Meeting**

Group 1 one does a brain dump of ideas

Need special events to get people to course

Fireworks

Concord is City of Villages; Beaver Meadow can be a destination

Engage Penacook Village Association

Beaver Meadow School a good partner opportunity

Wildlife on course

Audubon Sanctuary

Improved marketing for

Skiing, restaurant, simulators

Rental equipment for skiing and skating

Music and bands on site in Summer

Frisbee/Disc Golf

Invest in a dance floor

Dancing lessons through Parks and Rec

Golf course as recreational asset

Non golf classes at course

Expand clubhouse to accommodate more uses

Need larger parking lot

Toboggan/ tubing areas

Area to run

Host 5 K race

Survey members for improvement ideas

## **Group 2: Break out Notes RPAC & GAC Focus**

October Meeting

### Key Points

1. Beaver Meadow Conditions (Focus on the course first)
  - Irrigation is the top priority
  - Cart paths/ Parking lot
  - Without quality product we won't have golfers
  
2. Beaver Meadow Club House
  - Renovate the club house
    - Grow the size of the building to accommodate bigger functions.
    - Increase the size of the kitchen
    - Add a pavilion for weddings/ spots to host wedding ceremonies.
    - Rearrange the foot print of the club house to give food patrons more scenic views.
    - Add a second level banquet room/ deck
  
3. Beaver Meadow Marketing ( Develop a marketing plan)
  - Explore new avenues for marketing
    - Facebook, Twitter, Instagram and other social media outlets.
  - Expand the area's we market in.
  - Survey our members and daily players.

### **Groups Joined together to share Ideas**

### **2 Common Themes**

- 1 Clubhouse, need for improvements, expansion, rebuild

2 Maintain and continue to expand current golf course use

Suggestions:

Next meeting have group focus on expansion of Club House (use)

Irrigation most important, if it fails we lose

Next meeting:

November 17<sup>th</sup> 5:30 PM

Clubhouse/Parking Lot