

MINUTES

Beaver Meadow Golf Advisory Committee Meeting August 11, 2022

In Attendance: Chris Mulleavey (Chair), Gary Darby, Nathan Fennessy, Jennifer Kretovic, Ruthann Bradley, Linda Mattlage, Bob Whatmough, Mark Coen, Phil Davis, Pat Lanman, Brian LeBrun, and Mayor Jim Bouley.

Absent: Fran Hunt, Roger Jobin, Bob Norton, Corey Schofield, and Dick Holden.

1) **Approval of Meeting Minutes:** A motion was made and seconded to approve the minutes from the July 14, 2022 meeting. The minutes were approved with a unanimous voice vote.

2) **Pro Shop/Operations:**

- The course held seven outings in five days last week and received nothing but positive comments about the condition and operation of the course.
- Sales are still going well.
- Brian noted that for the month of July 2022, the revenue is \$72,000 more than last year; and revenue over expenditures is \$205,000 versus \$156,000 last year.
- Phil gave a PowerPoint presentation which provided year-to-date comparison data, as of July 29, 2022, of daily play, rounds by quarter, sales revenue by quarter, member rounds by hour, and 2022 round totals. Nathan asked what the course will do with this data. Phil responded that the data will allow us to do direct marketing to various segments, based on the areas where we would like to see usage increase. Jennifer suggested that this presentation be shown to the City Council as a way of justifying committee recommendations.
- Nathan asked if the New England PGA Diversity and Inclusion Program was occurring. Phil indicated that the program has not yet begun, as he ran into some scheduling problems. The grant funds are still there and we are hoping to offer the program at the end of August.

3) **Course Update:**

- The irrigation project on holes 10 and 16 is complete. The next phase will be on holes 1, 17, and 18. Pat stated that he is very pleased with the results, which make irrigation more efficient and can cover more area in less time.
- Pat noted that the dry, hot summer has made it difficult to maintain optimum conditions, but things have held up.
- Linda stated that the area between the 10 green and the 11 tee is a bit of an eyesore. She asked when that area would be cleaned up. Pat indicated that once we have some relief from the very hot weather we've been experiencing, staff will get back to that area.
- Brian noted that the contract with the 19th Hole restaurant will end on September 20, 2022. He indicated that we have an RFP going out, and that we've already had some interest from three different entities.

- 4) **2023 Membership Fees:** Phil made some adjustments to the proposed 2023 membership fees that were discussed at last month's meeting. He indicated that Canterbury and Pembroke had released their 2023 rates and shared those rates with the committee. Even our highest proposed membership rate falls about \$700 - \$800 less than our competitors.

Mark reiterated the fact that a mission of the City Council has always been to offer affordable rates to our residents. He shared his opinion that we shouldn't go too low, as we need the revenue, but felt that there needs to be a balance, so that it remains affordable.

Jennifer responded that we need to take into consideration that we want to build a new clubhouse, and also the fact that surplus funds go to the General Fund as relief to our tax payers.

At Mayor Bouley's request, Brian described the funding mechanism that we used for the new citywide community center. Mayor Bouley noted that we have financed big projects like the clubhouse before and that there's a model for doing so.

Considering that our rates will still be less than the market rates, Mark indicated that he favored the higher rates that were proposed in order to offset the tax burden.

Ruthann suggested that we offer a lower rate to residents. It was explained that the City had done this before and it was eliminated because it resulted in the loss of our out-of-town members.

Nathan motioned to go with column A, the highest of the proposed membership rates. Mark seconded the motion.

Chris asked if the proposed increase was high enough. Phil responded that with the proposed increases in Column A, we'll still be increasing revenue by more than \$200,000.

Jennifer noted that we may pick up members from our competitors if our prices are lower.

There was a brief discussion about reducing the young adult age limit from 39 to 35. Nathan indicated that he would not support that, as most courses go up to 39.

Prior to taking a vote on the motion, Brian requested that the motion include continuing the practice of allowing those who pay half of the 2023 fee by the end of November to keep the current rate.

The motion to go with Column A, the highest of the proposed membership rates; as well as continuing the practice of allowing those who pay half of the 2023 fee by the end of November to keep the current rate; was approved with a unanimous voice vote.

The committee then reviewed proposed greens fees for 2023. A \$2.00 increase is proposed in just about all categories of greens fees. Phil noted that cart rates haven't gone up in three years.

Nathan motioned, and Jennifer seconded, to approve the proposed 2023 greens fees. The motion passed with a unanimous voice vote.

- 5) **5 Minutes of Public Input:** Mayor Bouley indicated that he had played in a tournament the week before and that the course is in incredible condition and operations are outstanding. He also stated that it was nice to hear the successes of the new irrigation system.
- 6) **Adjournment:** A motion was made and seconded, and the meeting was adjourned on a unanimous voice vote.