

July 11, 2013
Approved Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Bill Veroneau
Jennifer Kretovic
Dick Holden

Mark Coen
Vera Buck
Charles Vanasdalan
David Croft
Roger Jobin
Bob Norton
Fran Hunt
Bernard "Sid" Chase
David Gill
Julie Donlon

Members Absent:

Bob Vachon

Others Attending:

Jill Mulvey
A call to Order

5 Minutes of Public Input

None

Chris asks if there is a motion to approve the Draft minutes from the June 11, 2013 meeting or any questions about the minutes

Bill moves approval of the minutes from the June 11, 2013 Meeting.

Bob seconds the motion.

Motion Carries 6-0

Business Plans for Simulator and Range Dispenser

Money for both CIP items is in the budget but as in the past, we won't purchase until business revenue supports purchase.

The Finance Director feels the dispenser makes sense and he authorized the purchase of the new topdressed, but is a little uncomfortable about the payback time on the simulator (5-6 years). Doing an RFP may reduce the cost. We may look at a less expensive option.

Range dispenser price seems higher than in the past?

New Price includes Building

Build or Buy?

Will look at both, this price is for a prefab Sid looked at in Londonderry two or three years ago

Buy or lease Simulator?

David says we will look at both.

Vendor who leases to Pembroke Pines and Derryfield may not want to compete with itself in Concord

Sid asks if the group is still enthusiastic about the projects

The Committee says yes without action.

Rates

Current Membership number is at 250

We budgeted for 260 members in FY14

David presents options for 3 and 5 % increases

He recommends 5% increases for each category except College which he recommends remain flat

Our goal is 300 to 320 members

This will allow us to make improvements and leaves enough space on course for green fees

Membership rates are still below market

Daily fee rates are at market

Discussion

If still below market with increase should we further tweak rates to tighten the gap?

Canterbury Woods has cart memberships, are they included in Membership fees

David says Canterbury has separate cart membership but some may have negotiated a better deal

Range Membership?

David would like to revisit a range membership option once we know what we are doing about the dispenser.

Range Dispenser software would allow a discount for frequent users.

Cart membership

We have a set number of cars. What if we don't have enough to satisfy needs?

Is it possible to find out how many memberships would be sold and adjust number of cars accordingly?

Dick observes we are quite a bit higher on the college rate, are we losing business to other courses

Julie excuses herself to go start the Women's Member Guest

Elimination of one of the Senior categories

Sid cautions we eliminated one several years ago and people were very upset

We could ask for feedback prior to eliminating it

Is it a marketing issue?

Are there other market segments we could find such as we did with Twilight?

Mark observes it is easier to raise prices now because golfers are getting good value from improved course conditions

Continued improvements can justify small increases in rates

Are there Seniors who want to play weekends?

Our Adult rate is less than area Senior seven day rates

Roger gets clarification that his brother pays for a separate cart membership at CWCC

Looking forward we could create a weekday adult membership that would allow us to raise the 7 day membership to market

Bill says, it is the Golf Course, as Bob Norton has said in the past

Continue to be in improvement mode

Bob asks that we wait until the next meeting to act on staff recommendation.

No action is taken on rates

David shares that Beaver Meadow will end up in the black in FY13, in part due to Council's decision to make the clubhouse bond payment

Mark adds that Council recognizes the General Fund's use of the building so it makes sense to help pay for it

The building is used in excess of twelve times per year by the City and will soon act as a skate house

Mark asks if the ability to have specials helped with revenue

David answers yes it allows us to be more nimble and compete with other golf courses and allows us to target times of day that are open

David Croft recognizes all the hard work David and Sid have done to improve the course

Sid thanks Dave and adds that Julie has made a big impact on the course and its success

Roger says the Facebook updates have been great

Symetra Tour

In a change the Tour has asked the local Committee to register the Golfers when they arrive

Still looking for volunteers for various functions

Registrations

The Orange Juice Stand

Tour to bring potential sponsors to this event

Bringing large sponsors such as CEO's of Symetra and Volvik companies to play in Pro Am

Tour seems to like the way the event is operated, willing to try new things here

How is the Course

Sid says WET. He has spoken to Kelly Wergin from the Tour several times regarding wet conditions particularly 16 green and some fairways

David says Staff looking into fans

Dave Croft says Concord Fire may have some

Attendance

Will be weather dependent

Good presence on radio

Rock 101 had a player on today

Symetra Issue of Insider with Ads for special at Pembroke Pines

Beaver had a full page

Area left of #9, very wet

Plan to put in drain

Some of the wet spots have oily looking water

Fountain needs to be fixed

Lots of wildlife on the course

Chris thanks Mark and Dick for their work on the Symetra Tour it really reflects well on the course

Member letter coming soon

Two Day Member Guest Soon, July 13 and 14

Tailgating

Sid has been watching, spoke to one group a night Wednesday night league was cancelled

Cart restrictions

Sid has ordered Stickers for carts. Could not find so he had some made with Beaver Logo

Pro Shop Sales

Volume lower than expected

Margins good

Positive response to changes

As Pro Shop Credit from tournaments grows, sales will increase

Julie encouraging Outings to spend more money in the Pro Shop for prizes

Still moving towards greater control of all Tournaments and Leagues

Will take time but will increase sales

Chris asks if there is a motion to adjourn.

Bob so Moves.

Jim Seconds,

Motion Carries by acclaim

Meeting will be set at a later date due to outing on August 8th

7:30 AM

Beaver Meadow Clubhouse

Agenda:

Public Input

Approval of Minutes

Rate Discussion Continued

Symetra Recap

Meeting Adjourned.