

May 23, 2013
Approved Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Bill Veroneau
Jennifer Kretovic
Dick Holden
Bob Vachon
Jim Marshall
Mark Coen
Vera Buck
Roger Jobin
Bob Norton
Fran Hunt
Bernard "Sid" Chase
David Gill
Julie Donlon

Members Absent:

David Croft
Charles Vanasdalan

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 April 11, 2013 meeting or any questions about the minutes

Roger moves approval of the minutes from the April 11, 2013 Meeting.

Bob seconds the motion.

Motion Carries 11-0

David passes out City Logos Financial report through April 30, 2013

Revenue is up overall. Some is due to the \$30,000 infusion from the General Fund recognizing the General Funds use of the clubhouse.

232 members, up 15 from last year at this time

Staff will be calling members who did not re-up this year.

Daily fees still a challenge

Grounds and Horticultural expense down from last year, a matter of timing of purchases

New revenue and expenses related to Pro Shop operation
This financial picture is quite a change from last year. David thanks Advisory for their support the last couple of seasons.

Chris comments that the finances speak for themselves and that he has played the course. It is in fine shape. Asks how things are going in the Pro Shop

Brian comments Pro Shop sales have been slower than expected

Julie says while sales aren't what the City expected so far, sales are following the normal rhythm of the Golf Pro Shop business. People are playing and building Pro Shop credit. Women are looking but not buying yet. Julie adds that the staffing level is not where she hoped and shares she lost an Assistant after just one day. He no longer wanted to work. He wanted to play.

Bob Norton adds he like the new set-up of the Pro Shop.

Starter staff starting to fill out, Shop staff must work closely with the starters, know who is working when.

Jim Marshall questions whether a group stopping for lunch has the right of way on the 10th tee when finished eating.

That group should wait for an opening coming off of the 9th hole

There is concern about children driving golf cars. One must be 18 years or older to operate by contract with vendor

Sid will ask vendor for sticker if it is not clear on the car.

Mark asks Brian to comment on financials

Brian

Financials are a reflection of what is going on at the course
Council and Advisory have been very supportive
Some of the numbers in the report are skewed by Council's forgiving of overhead charge

Need to continue to grow membership

Need to advertise in the right places

Sees tremendous improvement over last year

Sid, Julie and Dave are working very hard to make improvements

Course is in great shape

Chris asks for a clarification of Pro Shop sales expectation

Brian

They are not as good as those projected in our model

Was based on past sales from Golf Trac

Sales profit margins are good but volume is not there yet

5 Year Plan Update

Council approved our recommendations as part of CIP process
Budget review for operating is June 3rd
Everything GAC recommended is in the FY14 budget
 Need to do Business Plans for Simulator and Range Dispenser
Out years of CIP populated with 5 Year Plan recommendations
Will revisit plan yearly
 Ball dispenser should see:
 Labor Savings
 Increased Sales
 Business Plan needs to show how long to pay for itself

Hydraulic Leak

Will not affect Budget
 Machine repaired
 New Mowers in CIP for FY15
 Sid does not advocate Sodding
 Will aerate and over-seed

Pond Update

Fountains in tomorrow
Sod going down on 9 Rough today
Chimneys for gate valves on Pond to be trimmed for the weekend

Bob comments the drop area on 14 has been mowed but still need one on 13
Bob also compliments the blowing of grass clippings on tees to remove clippings
Bob asks that the 4th fairway be extended towards the tee to enable shorter drives to reach the fairway

John Miller the agronomist representing the LPGA Symetra tour to visit the course June 6th

Discussion of issues on #8:

 Frost and wilt at the same time
 Need to trim and thin trees for more sunlight

David reiterates the need for more members. Any ideas from Advisory would be welcome

Mark asks if Members or daily fee more of a priority
David, need both to grow, need a balance financially

Ideas:

 League green fees towards Membership?
 Open House to attract new members?
 Is there some unhappiness at Concord C.C.

Roger says there is more of a concern for the aging demographic at CCC
Who will replace the aging members who leave?

Chris asks if there is a motion to adjourn.

Jen so Moves.

Bob Seconds,

Motion Carries. 11-0

Meeting is set for June 13, 2013

7:30 AM

Beaver Meadow Clubhouse

It is agreed that we will meet the second Thursday of each month

Agenda:

Public Input

Approval of Minutes

Old Business

Preliminary discussion of rates and Timeline

Meeting Adjourned.