

May 17, 2012  
Approved Meeting Minutes  
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair  
Jim Marshall  
Bill Veroneau  
Jennifer Kretovic  
Dick Holden  
Mark Coen  
Charles Vanasdalan  
Bernard "Sid" Chase  
David Gill  
Ed Deshaies  
David Croft  
Roger Jobin

Members Absent:

Bob Vachon  
Fran Hunt  
Vera Buck

Others Attending:

Chris Jacques

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 14, 2012 meeting or any questions about the minutes

Jennifer moves approval of the minutes from the April 14, 2012 Meeting.

Mark seconds the motion.

Motion Carries 9-0

**Gil Rogers, League Green Fee**

Gil has asked to speak to group regarding lowering the green fee for league players

Lost 4 players from league and has had a hard time replacing them. He feels it has to do with cost.

Spoke to Sid in February about league returning

Conversed via e-mail with David regarding the Green Fee for league  
Twilight rate is fine for non-pass s holders who play occasionally but feels  
\$25 is too much for a weekly player, suggests \$18. Others in the area are \$18 to \$20.  
Notes course is not as crowded as in the past.

Mark notes the Twilight membership has benefits beyond league play.  
This is about people who play only one night per week?  
16 weeks equals \$400, Twilight membership is \$795  
Gil feels the Membership does not work for league players  
Dave Croft, Are you asking for this year or next?  
Gil, the future  
Mark, to Dave Gill, Do we need to go to Administration or Council?  
Dave Gill, we would go to Administration and ultimately Council sets rates. It  
will be a good conversation for August when we look at 2013 rates.  
Gil says of the 4 who did not return to his league 1 joined Canterbury  
Jennifer notes we look at area rates when setting rates  
David says the market landscape has changed since then and seems to change  
regularly.  
David does note positive feedback regarding people being able to get out  
weeknights  
Jennifer says the Ladies league is doing well expanded to 14 weeks and there is  
hope to have a fall league also.  
Gil says 9 of his 24 players are members.  
Gil adds he liked having tee times for Tuesday night league, doesn't like waiting  
around  
Ed says no tee times is an experiment.  
Chris asks if we can change the rate now.  
Mark, all the leagues have started  
David reminds the group of the current revenue problem. Lowering the rate  
would not increase volume at this time and would simply lose revenue. Also, would we  
have to look at other rates, the Twilight membership? The Twilight membership was  
created with eyes on the Leagues.  
Chris asks if the Twilight fees was \$25 when the Twi-Membership was created  
Yes  
Mark reiterates there would be no increase in volume or revenue with a lower rate  
now  
David, by doing rates in August it will allow us to be more competitive.  
Jennifer suggests a gift certificate for a greens fee to non-member league players  
as a thank you.  
Jim suggests next year  
David says it could be marketing tool for next year to bring back players to fill  
leagues.  
Dick, it would be good to have rates when leagues have awards/fellowship  
dinners

Roger asks if there was any feedback from guests at the recent Member-Guest.

Ed reports much positive feedback

Some who left are sorry they did so

No negative comments

Many surprised by the amount of improvement

Mark wonders if we go to \$18 will the competition go to \$17 or even \$14?

Chris says we will deal with the issue in August and asks Gil to comeback at that time to revisit the issue.

### **Leagues continued**

Jennifer reports no one left her league

Monday's Alan's league went from 25 to 16 teams

Some players left in protest

Gil asks that a cart package be discussed in August. The senior rate is good and other rates reasonable but it good to have a package or two.

Jim says at the recent McDonough dinner many departed golfers indicated they would return

### **Symetra Update**

Teleconference scheduled for today with Chase Young to go over logistics regarding tents and grandstands

Roger feels we should do something to increase gate revenue

Mark, LPGA not concerned with gate revenue as much as they are with getting people to watch to give value to sponsors

Roger adds more people mean more revenue for Jill and Ed

Clearchannel is now a partner with the Tour

Tuesday Corporate Pro Am at Wentworth by the Sea

Wednesday Rotary Pro Am at Beaver Meadow

NEDD wants statewide exposure for event

Most private clubs don't want event and many don't have facilities capable of hosting it.

There is the question of paying big bucks for Pro Am at a Muni.

Jennifer excuses herself, to leave

David tells group NEDD has donated a new tent for the Patio

### **5 Year Plan**

Group met once discussed Extending Tees, adding teeing areas.

David says signage is an immediate need. Part of the overall image improvement.

Mark asks if the new web has been successful

David, Yes

Ed, Much positive feedback

David says we need more e-mail addresses, have about 400 need, 2000 to 3000  
Mark, other sites have notifications of maintenance on their calendar  
David is just starting to populate the calendar

### **Picnic Area Update**

Hope to finish next week  
No money to put in drainage  
Investigating putting up a pavilion sometime in the future, perhaps partnering  
with outing groups to pay for it.  
Water is hooked up.  
Electricity to be hooked up Friday

### **Budget**

Budget Review Monday June 4<sup>th</sup> 7 PM Council Chambers, Advisory is  
encouraged to attend.

Mark is investigating the possibility of changing to a calendar year versus the  
current fiscal year for the golf budget.

Chris asks if there is a motion to adjourn.  
Mark so Moves.  
Dick Seconds,  
Motion Carries. 8-0

### **Meeting is set for:**

June 21  
7:30 AM  
Beaver Meadow Clubhouse

### **Agenda:**

Public Input  
Approval of Minutes  
Old Business

Meeting Adjourned.