

January 24, 2012
Approved Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Bill Veroneau
Jennifer Kretovic
Fran Hunt
Bob Vachon
Mark Coen
Dick Holden
Charles Vanasdalan
Bernard "Sid" Chase
David Gill
Ed Deshaies

Members Absent:

Roger Jobin
Vera Buck
David Croft

Others Attending:

Jill Mulvey
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 December 8, 2011 meeting or any questions about the minutes

Jennifer moves approval of the minutes from the December 8, 2011 Meeting.

Chuck seconds the motion.

Motion Carries 8-0

Chris ask for update from staff

Sid shares 3 efforts underway

Membership Drive

Web Update

Merger of Golf Trac and Rec Trac used at Parks office

Bill Veroneau shares the results of his phone survey (attached).

Membership Drive

Details to be worked out but the drive and offer will be similar to effort in 2009
Bring in a new Member and receive \$100 off of your and their

Membership

New for 2012, 2011 Members can bring in up to 3 new members and get discount for each.

Need to define amount for lower priced memberships

Deposit necessary, amount?

Drive to run January 27th to February 29th

ACH and \$300 Fall permits eligible as 2011 Permit Holders

Non 2011 Members can join in twos and enjoy some discount

Form to be used

Marketing

Letter to 2011 Members

E-mail to those on E-mail list

Insider/Union Leader

Manager's Memo

New Web

City has contract with Course Trends a dedicated golf only web provider

Web is compatible with Golf Trac

Used at Sagamore Falls on the Seacoast and possibly Eastman

Allows e-marketing, capable of demographic specific marketing

Has member only portal

Linked directly form www.beavermeadowgolfcourse.com

Pond Project

Logger Selected

Awaiting DES/EPA paperwork

Trees to be removed from nursery area almost to the irrigation controller between
1 and 2

Leaving single trees not likely as they have poor chance of survival

Need room to push snow for skating

Concerns about completing and regrassing for 2012 season

5 year needs and Improvement Plan

Chuck notes Committee has not met

Committee

Chuck

Roger

Sid

David

Phone Survey

Committee reports comments received from Telephone Survey

Why not allow advanced Tee Times for Members?

What do I get for my membership?

Ed doesn't feel it necessary to change, plenty of tee times available and regular players have gotten prime tee times right along.

Define benefits of membership?

Would need a large number of benefits such as Pro Shop discounts to be effective

Chris asks that a consensus of comments be forwarded to David for analysis and implementation into improvements and celebration of our successes

Jennifer cautions that there were a lot of lies about Beaver Meadow circulating in the fall and also notes CWCC was very aggressive with pricing

Chuck asks about playing the ball down. Will we ever have conditions to allow it?

Playing the ball down is personal choice. Some always play the ball down.

Some feel if you are not playing the ball down, you are not playing real golf

Does not playing the ball down contribute to people not replacing divots because they can move the ball?

Chuck notes that there are often chunks of grass in play

Dry mowing would help but not always possible

Marks relates story of retired couple who are going to CWCC because they want to play every day and there are too many outings at Beaver Meadow

Sid notes he has heard the same comment about CWCC having too many outings.

Discussion of Outings

Many for Local Charities

BMGC supporting Local Charities by hosting

Treatment of course by Outings

Need for greater enforcement by rangers

Need for support of rangers in enforcement

Need to clarify course is open when hosting Modified Shotgun Start

Outings

Do players return to play after playing in outings?

Ed, some

Coupon for return play in gift bag

Pro Shop Staff

Ed is close to signing a contract to return for 2012
Will issue a press release when contract completed
Matt has accepted the Position of head Pro at Plausawa
Ed says this is a good move for Matt with growth opportunities within the CWCC family

Parks and Recreation Seasonal Brochure

Brochure nearly finished and going to press
Golf has full page in brochure

Phone Survey cont.

Dick notes there were many followers
Some were unhappy Twilight rate went up
Dick feels many will return

David says in meetings with the City Manager and Finance Director, they all understand it will take a couple of years for things to turn around, for improvements and changes to impact revenue.

Mark reports from Council that the GAC ordinance will be changed to include two members of City Council.

Bill notes the multiyear outlook is important and the fact that the Mayor wants two Council members on the Committee shows the City's commitment to the Golf Course and shows the Golf Course is important to Council.

Chris asks if there is a motion to adjourn.
Jennifer so Moves.
Bill Seconds,
Motion Carries. 9-0

Meeting is set for February 15, 2012

7:30 AM

Beaver Meadow Clubhouse

Moved to City Council Chambers 2-15-2012

Agenda:

Public Input
Approval of Minutes
Old Business

Meeting Adjourned.