

August 14, 2014
Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Bill Veroneau
Jan McClure
Bob Vachon
Mark Coen
Charles Vanasdalan
Roger Jobin
Bob Norton
Fran Hunt
Bernard "Sid" Chase
David Gill
Julie Donlon

Members Absent:

David Croft
Vera Buck
Disk Holden
Jim Marshall

Others Attending:

Diane Cote-Burke

A call to Order

Chris has notified Sid he will be a few minutes late the Committee starts discussion of Membership rates for 2015

Bob Moves approval of Rates as presented by Staff
Mark Seconds

Discussion:

Rates very competitive in market

Only course with Sr 2

Will extend Sr 2 Friday exclusion to entire season with idea of

phasing it out

Of plays to break even

Adult, 32

Sr 1, 22

Sr 2, 19

Discussion of membership make up by category

Adults, 41% of member revenue

Sr 2, 20% of member revenue

Sr 1, 17%

Motion Carries 8-0

Chuck makes a motion to amend motion on rates to round to nearest \$5 Chris seconds, Bob and Mark Agree

Motion carries 8-0

Bob makes a motion to amend motion on recommended rates to add a Young Adult membership for those 19 to 29 years old

Chris seconds

Bob and Mark agree to amendment

Motion carries 8-0

As last year people can lock in 2014 rates by:

Participating in ACH

Current members can put down a \$300 deposit

New members by signing up for fall membership special

5 Minutes of Public Input

None

Chris asks if Diane if she would like to speak. Diane says no she was just curious about the meeting

Chris asks if there is a motion to approve the Draft minutes from the July 10, 2014 meeting or any questions about the minutes

Bob moves approval of the minutes from the July 10, 2014 Meeting.

Mark seconds the motion.

Motion Carries 8-0

Course Update

Drainage to start next week on 10, 15 and 16

Sodded around 1st tee bank, putter, some patches on 4, 8 and 9 fairways

Playing the ball down now

People may be more conscientious about divots and sand mix

Could speed up play

Meeting with paving contractors

Pave in a few weeks

Putting out Range targets soon

Julie comments we have one of the best ranges in the state

Struggling with ball and basket losses

Have sign, need enforcement

Too soon to analyze increase in revenue, Sid says purchases at range outnumber those in shop

Hard to gauge labor savings, but more space in shop and no smelly balls

Have 100 and 200 yard markers to put out in fairways

We are the first Fling Golf Dealer in the state

Fling golf is a lacrosse style of play that can play with and at the same pace as regular golf

Good way to get more people on the course

New Business

Mark has spoken to golfers from around the state asking why they chose to be members where they do

- Course conditions

- Total experience at course

 - Staff

 - Ambassadors

 - Food and Beverage

Bob suggests not having spring member guest so early before course conditions have improved from winter

Food and Beverage

Chris still concerned about operation

- More positive the last 3 weeks during Tuesday league

But,

- Half the League just leaves

- Ladies League going to CC Tomatoes

Chris concerned poor operation and perception will impact Membership and daily fee rounds

- Portions too big

- Operation not accommodating to customer needs

- Roger says two people have approached him with complaints

- There is a perception that all they care about is function room

- Staff working with owner to make improvements

 - Hard to turn around perception

 - Difficult to overcome a bad beginning

- Chris would like feedback from conversations with Josh

Mark Suggests allowing Seniors to play in select weekend tournaments to increase pro shop revenue

Sid cautions Senior membership is already deeply discounted to add weekend play; we would need to raise rates

We did offer to allow them to play in the July member guest for the guest fee of \$15; no one took advantage of it

What do you get for membership?

- Benefits listed on Web

- Jan says unlimited play not clear, will meet with Sid to improve wording

- Jan also suggests using one term, Green fee or daily rate, not both

- Should list Benefits on Bulletin Board

Chris asks if there is a motion to adjourn.

Fran so Moves.

Mark Seconds,

Motion Carries. 7-0

Meeting is set for September 11, 2014

7:30 AM

Beaver Meadow Clubhouse

Agenda:

Public Input

Approval of Minutes

Old Business

Meeting Adjourned.