

February 25, 2014
Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Bill Veroneau
Roger Jobin
Jan McClure
Dick Holden
Bob Vachon
Mark Coen
Charles Vanasdalan
David Croft
Bernard "Sid" Chase
David Gill

Bob Norton

Members Absent:

Fran Hunt
Vera Buck

Others Attending:

A call to Order

5 Minutes of Public Input

None

Chris asks if there is a motion to approve the Draft minutes from the January 16, 2014 meeting or any questions about the minutes

Bob moves approval of the minutes from the January 16, 2014 Meeting.

Jim seconds the motion.

Motion Carries 10-0

Chris and the Committee welcome new Committee Member Councilor Jan McClure
The Committee takes turns introducing themselves.

Jan says she used to go with her mother to the golf course, enjoys skiing and will golf again in the future.

Report of the 5 Year Needs and Improvements Sub-Committee

Sid presents highlights of the 5 year Sub-Committee Meeting

Notes attached

Mark, Dick, David and Sid met January 21st

Discussed drainage work completed

Drainage on 16 and 14

RFP's for Range Ball Dispenser, Simulator

Made some cosmetic improvements, 13 tee stairs

Need to add dollars for Clubhouse Rebuild in Out Years

Committee Discussion

Chris notes for Jan that the GAC has been more diligent in completing its task of presenting a 5 year plan to City Council

Chuck points out parking lot in bad shape, makes poor first impression

Committee discusses the desirability of the Simulator

Ongoing cost of Simulator

Software upgrades occasionally

New games/courses as desired

Fee charged

\$25/hour in business plan

Time it takes to play

These things often are popular at first but fade

Other uses of System

Full A/V system, for sporting events, business meetings

Kid Games

Lessons in summer

Kid Camps during rain

David says staff is looking at all possibilities

Reminds group the plan was conceived to increase revenue opportunities in FY14 and then invest in course FY15

Brian is still lukewarm to idea

Brian examining business plan

\$\$ could be spent elsewhere

Would need to go back to Council to re-appropriate the \$\$

Mark asks if we have \$60,000 to spend to increase revenue, are there other ways to invest it

David impresses upon the group the need to grow the game and attract younger players to course.

Return on Investment timeline

Are Simulators a Fad

Because they have simulators, Pembroke Pines can actively recruit our members in the off season

Jim feels we are just turning the corner financially, questions are we ready to make this leap? He suggests tabling the simulator, continue to grow fund. He would rather improve the parking lot

Our play agreement with Loudon does not include the Simulator

David meeting with Brian in the next two weeks to discuss

Mixed use of room? Simulator at the same time as people dining?

Course Update

Simulator RFP, reviewing responses

Range RFP, finalizing details

Work on Function Room to begin tomorrow

Web redesign to be completed by the end of March

2014 Get Golf Ready and Camps filling up

Mark notes what a great value we receive from the Parks Brochure

Vendor Announcement

Bob Norton is disappointed he heard who the new vendor is at Black Ice. GAC was told it would be notified as soon as the contract was signed

Sid says GAC was notified within an hour or so of when City Council was notified. Staff sent a press release in advance of sending it to media outlets naming the new vendor. Golf Course staff did not release information in advance

Sid thanks Jill for her years of service first as an employee and then as owner of the Beaver Meadow Bar and Grille.

Vendor to have winter hours as business dictates with Skating and Skiing

Will have catering jobs year round

Need consistent hours

Other:

Pro Shop opening April 1st

Julie to Start March 9th

Need to have handicap meeting

Chuck asks how to get in touch with Julie

David will give Chuck her e-mail

Chuck has sent e-mails to Jennifer Kretovic, Dave Demers, Fran and Vera

Chuck shares some handicap scenarios

Web should have handicap committee information

Roger reiterates need for interns to manage our social media

Mark again asks for Organizational Chart of Golf Course

Mark asks if Ed will be back for 2014

David says he has talked to Ed and he is interested in coming back

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

Meeting is set for March 13, 2014

7:30 AM

CITY COUNCIL CHAMBERS

Agenda:

Public Input

Approval of Minutes

Course Update

Old Business

Meeting Adjourned.