

July 31, 2014
Notes from Special Rates Meeting
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Bill Veroneau
Bob Vachon
Mark Coen
Charles Vanasdalan
Bob Norton
Bernard "Sid" Chase
David Gill
Julie Donlon

Members Absent:

Jan McClure
Dick Holden
Vera Buck
David Croft
Roger Jobin
Fran Hunt

Others Attending:

None

A call to Order

FY14

David hands out reports showing year end FY14. Numbers unaudited, audited numbers should be available in September.

Show a loss of \$5,578

Expenses of ~\$9,500 for drainage, and \$2,000 to remove trees on #8 not budgeted for, but authorized by administration have impact on this loss.

Daily Fees and Carts strong

Membership short, poor Spring weather?

For rates, important to understand utilities expected to go up 20%.

Jim notes compensation up significantly from FY13 to FY14

David attributes this to a full year of Pro Shop temporary salaries, changes to how fringe benefits are calculated (Fund 12)

David will look for and provide details

Calendar Year/Season View requested

Jim as an accountant for non-profits, advises against detailing year to year comparisons in revenue and expenses, changes are detailed and discussed in the budget process, better to report current revenues and expenses compared to current budget.

Rates

David references sheet showing area rates. Sheet contains 5% for most categories and a season long restriction on Friday play for Senior II members.

We are still below market for memberships.

We are at market for daily rates, though those rates are fluid in our competitive market.

What do you get for your membership?

Unlimited Play

7 day advanced Tee Times versus 5 days for non-members

Reduced Handicap Fee

Privileges at Loudon, reduced fees at Bethlehem, Derryfield, Pat's Peak

Do we need to increase rate if we can increase #'s?

Bill says course conditions are paramount

Revenue Sources

% from each category

Events Outings

10% off for members in Pro Shop as others?

David says that would be fine but we already discount the membership. If we were at full market for membership a discount may be in order

Other ideas for membership benefits

Free Tune Up Lessons in Spring

Member Clinics in Spring

Free Hat?, Bag Tag?

"Flyer" with details of member benefits

Demographics of Membership

Young Adult membership at local courses, 19-39

Some appetite for a 19 to 29 at \$900ish

Combine with Collegiate?

Staff to look at number in age group

Chris asks if there is a motion to adjourn.

Bob so Moves.

Chris Seconds,

Motion Carries. 7-0

Meeting adjourns until regular Meeting August 14, 2014