

October 9, 2014
Draft Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

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

Members Absent:

Dick Holden
Vera Buck
Bill Veroneau

Others Attending:

Jessica Martin

A call to Order

5 Minutes of Public Input

None

Chris asks if there is a motion to approve the Draft minutes from the October 9, 2014 meeting or any questions about the minutes.

Bob Norton moves approval of the minutes from the October 9, 2014 meeting.

Roger seconds the motion.

Motion Carries 8-0

David introduces Jessica Martin and announces that she and Sarah Baas, former operator of the bar and grill, will return to operate the concession when the 1896 leaves.

Chris asks who owns the equipment?

The City owns 90% of it

Jessica says they will open on the 21st with a limited menu. She is working on that menu and the full menu for the future. It is typical to have a limited menu at this time of the year. Restaurant to be called "The 19th Hole at Beaver Meadow"

Jim asks, who owns the bar?

The City purchased the bar and high tops from the 1896.

Roger asks, if the restaurant was busy?

Sid said no, people liked the new bar but the restaurant was not busy.

Roger asks if the bar is in the way?

Sid said no.

Jessica is asked if she has plans for the winter.

Jessica said she will do functions and open for skiing and skating as business dictates.

Jessica is asked if Peter Christians runs the business

Jessica said no, she runs the business and Sarah is her silent partner.

Advisory welcomes Jessica back, Jessica leaves.

Course Update

Outing Appreciation Day is next Wednesday and all of the Committee is invited to play.

Pricing for the forward tees on 5 and 16 has been received and is being reviewed. A contractor will be selected and the work should begin soon with completion this fall.

Engineering is working on a contract to replace cart path culverts between 12 and 13, 14 and 15. In addition the culverts under the double green will be replaced. This will involve rebuilding the green above it, existing materials to be used. This is a General Fund expense as part of wetlands mitigation from building the skating pond.

Chris asks if pond in front of 14 green will be cleaned out,

Sid says yes it is part of the project.

Cart paths completed by City, edges still need to be dressed

Fran mentions the worm holes are back particularly on 2 and 4.

Sid has materials to deal with it, needs drenching rainstorm.

Fran asks about 100 yard markers

Sid has them and will put out next year, has been busy with food and beverage lately'

Jim says sign by the bell on 12 instructing people to ring it when entering the green, needs to be replaced. It speeds up play

Ring leaving the green?

Other Options discussed

Sign at tee as well

Periscope

Mirrors

Mark asks about ROI for range machine, labor savings

Sid has no hard numbers, but, range revenue is up for the year, more business being done at machine than in pro shop. Any labor savings are being diverted to other tasks.

We anticipate the investment to be paid off over the next 5 years

Chris asks about other financials

Sid says

- Cart \$ up

- Range \$ up

- Pro Shop \$ up

- Green fees flat or slightly down

- Snack Bar

 - Will not meet budget on concession income

 - Lost Rent

 - Paid for Bar and High Tops

 - Part of the deal to get out of the contract

 - The loss and expense will be highlighted in FY16 Budget Narrative

 - David says he and staff excited to have Sarah and Jess back

 - Pro Shop has been excellent

 - Course and maintenance has been excellent

 - Now Food and Beverage will come around

How are the difficulties at the restaurant being perceived by the public?

- City Problem?

- Golf Course Problem?

- 1896 Problem?

Most seem to recognize the restaurant had difficulties, but did wonder what were we thinking when making selection?

 - We bought into the idea of a new restaurant, but business model failed

Jim observes there was much the same reaction when City took over the Pro Shop, but Pro Shop has been successful

- Chris says we are moving on, bringing back a successful vendor

How will change be announced?

- City Council to be notified today

- Press release in near future

- Merits of publicizing change discussed

 - Need to be careful not be impolite

 - Also need to manage the information

Old/Other Business

- David will have artist's rendering of drainage project next week

New drop area on #14 has had mixed reviews, low handicappers dislike, high handicappers like.

- Staff supports location,

 - Fair

 - It speeds play

 - It is consistent with other courses

CHS Golf team playing at Pembroke Pines, why?

- CHS decision

 - Do not want pay to play here

 - Offered same deal as Brady, Brady pays

Had three teams at one point
Charge conceived as en lieu lost revenue not straight greens fee
Charge consistent with City-School agreement, like arena, as enterprise
fund Golf Course can charge fee

Roger asks as weather cools and skating begins will restaurant be open

Yes, as business dictates

Roger asks if we will have benches

Yes, as last year

Hockey?

No

Signage?

Yes

David explains Parks staff maintains the pond.

Due to lack of increased funding when the pond was built, their order of
priority is:

White Park

Rollins Park

Beaver Meadow

Beaver Meadow is 2/3 the size of White

How much money will it take to maintain properly?

David says a Program Change Request (PCR) was put in FY15 but
not funded

David says he will bring PCR for next meeting

Chris asks if there is a motion to adjourn.

Jim so Moves.

Dave Seconds,

Motion Carries. 10-0

Meeting is set for October 13, 2014

7:30 AM

Beaver Meadow Clubhouse

Agenda:

Public Input

Approval of Minutes

Old Business

Meeting Adjourned.