

August 21 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  
Vera Buck  
Charles Vanasdalan  
Bernard "Sid" Chase  
David Gill

**Members Absent:**

Ed Deshaies  
David Croft  
Roger Jobin  
Dick Holden

**Others Attending:**

Jill Mulvey  
Chris Jacques

A call to Order

**5 Minutes of Public Input**

Gil Rogers

Gil returns to advocate a reduced rate for players in bona fide leagues, somewhere in the \$18 to \$20 range. He feels this will help leagues and revenues to grow. As it is he has had a hard time recruiting and keeping regular players and subs with the fee at \$25. Most league players do not play more than 9 holes and do not get the advantage of the twilight rate.

In addition, he would like to see cart packages available. Our senior rate is good but our local competitors have cart memberships and punch card discounts. He also observed that Beaver Meadow used to have a more vibrant league scene.

Chris asks if there is a motion to approve the Draft minutes from the January 24, 2012 meeting or any questions about the minutes

Jennifer moves approval of the minutes from the May 17, 2012 Meeting.  
Mark seconds the motion.

Motion Carries 8-0

### **Course Conditions Update**

Sid shares that course conditions remain strong and continue to improve. The crew will begin aerating greens this week, back side Wednesday and front side Thursday. The crew will then move to tees, fairways and aprons. Sid continues to get positive feedback from golfers regarding course conditions.

### **Pond update**

Project schedules to start the week after Columbus Day. Permits are in place. First trees will come down and then the pond will be dug. The project should take two to three weeks depending on weather and be completed the first week of November.

Bob asks if we will be skating this winter. Yes, weather permitting.

Chris asks Jill how the concession is going. Jill says things are good although revenue is down a bit from last year.

Fran asks if Symetra week was better. Yes

Why? Better attendance

### **Symetra Update**

Mark says overall the event was a success, much better attendance. Operationally when meeting with tour officials Saturday, local organizers received a "B" due to some small issues that were quickly fixed raising the overall grade to a "A" by Sunday. The issues were related to trash and porta-potty placement.

Looks like tour will return. The LPGA wants to return. It is up to local organizers. Local organizers are doing financial work now.

Soliciting Sponsors

October 1 decision

The LPGA had high praise for Concord and its volunteers.

Chris asks if it was financially successful for the City. David says yes.

Mark says the City received a lot of free publicity which is a marketing plus

David comments that there was much better media coverage.

Mark says we received more coverage than the USGA Junior Amature on the seacoast.

Offsite Corporate Pro AM

At Wentworth by the Sea

Didn't add to sponsorship mix as hoped

Added expense of paying for golf

Players miss flags, signs and hoopla

BMGC as LPGA Approved

Does Symetra tour event look to make money?

Mark, yes to donate the named charity

## **Rates**

David presents Rate proposal

### **Overview**

balance FY 2011 had fiscal year loss making it necessary to dip into the golf fund

FY 2012 the loss continued

Trying to turn it around for FY13

30% drop in memberships over 5 years

Following national trend

Concord area saturated with Golf Course choices

David going to City Council "F-Pac" City Council's Finance Committee for a high level talk with Councilors and Administration regarding Golf Fund and Golf Fund's future.

### **Discussion:**

Bill asks if loss in membership is due to course conditions in 2011

David, Group who left at end of 2011 were apparently fed up with conditions, communication issues and with City processes

Bob, are green fees dropping at same rate as memberships?

David, Yes.

## **Proposed Rates**

### **Highlights**

No change in daily fees, at market

New Members to see increase of 4% across the board

Still lowest rates in area

No increase for those who (2012 rates for 2013):

If program continued, 2013 rates for 2014

Sign up for \$300 fall deal

Sign up for ACH

Those who deposit at least \$300 by December 24<sup>th</sup>

### **Discussion**

With "unpublished" rates, ie special deals at CWCC, Plausawa are we truly the least expensive?

David acknowledges these courses have been very aggressive.

With special deal they may have been \$100 to \$200 but those were one year deals

If we are the least expensive, is there something else driving people away

Bill is the 15% drop a national trend?

David, yes there are some bright spots nationally, but not New

England

300 to 320 members is our goal

Are the discounts offered at other area clubs sustainable?

What of differential between resident non-resident

Jim favors \$300 fall special and thinks 4% increase is reasonable because of no increase last year. There is the issue of perceived value, if it costs more it must be worth more and we have invested in the golf course.

Chris, when do we need to make a recommendation?

David, the sooner the better, in order to get the recommendation to Council for September meeting and then to market.

League fee

Bob has advocated for a league fee for league players for years.

Duston's pays entire year up front

Punch card for league players?

Small number of players affected by league fee

Plausawa \$15 league fee

Loss

FY11 \$64,000

FY12 \$140,000

Revenue -\$217,000

Expenses -\$67,000

City did not lose \$140,000, golf fund did.

Contribution to City?

\$87,000 FY12, the City got it.

\$87,000 Based on what?

Money paid based on budgeted dollars not what actually taken in and spent?

Yes

Bill, \$140,000 net loss?

David, yes after all bills paid including dollars to City General Fund. The Golf Fund has no reserve now.

David is going to Council with plan to rectify things an example is the winter operations.

2013 Rates will not solve the greater revenue problem, we need to increase play.

Jennifer moves acceptance of rates as proposed, a 4% increase on permits with the exception of the Non-Resident Senior, hold at \$900 and round others to the nearest \$5.

Chuck Seconds

Discussion

Mark cannot support this rate structure, would like to eliminate the Resident, Non-Resident differential

The residents of Concord benefit from the contributions of the golf course to the General Fund

Some memberships have no differential

Daily fees have no differential

Mark amends the motion on the floor to eliminate the Resident, Non Resident differential

Vera Seconds

Discussion

Jim sees value in differential to residents, shows that the residents get a break

Mark further amends motion to hold Twilight Rate

Jennifer seconds

There is value in having one fee from a marketing point

Not a large number of non-residents may attract more

Bill, who will cover the \$140K

David, a combination General Fund and Golf Fund

Bill, are Taxpayers covering deficit

David, I'm not sure

Bill speaks in opposition to eliminating differential

Chris, where did the 4% increase come from?

Staff saw the need for some increase given th improvements made

Is 4% enough

Eliminating differential will allow for future growth, non =resident adult about at market.

Now fees are easily the best in the market

Chris asks for a vote on the motion and amendments

To clarify, the vote before the Committee is for Memberships only, increasing fees 4% with the exception of Twilight and for those who lock in 2012 rates, by methods described and eliminate the resident, non-resident differential.

Motion Passes 8-1 with Bill Veroneau dissenting.

Daily Fees

Jim favors a \$20 league fee.

Discussion

Problems of administering

Timing of fee

Eligible Times

Ability of Golf Trac to set up parameters

Abuse/Enforcement

Jim moves acceptance of daily fees as proposed with the addition of a \$20mleague fee for league members and subs while playing in bona fide league play.

Jennifer seconds

Discussion

Small number impacted, small impact on budget

Demonstrates Advisory responsiveness to input from players

Motion carries 9-0

Cart Memberships?

Cost of leased fleet

Is number of cars in leased fleet to adequate meet demand?

Cart lease up for renewal for 2013

We do have \$200 cart card allowing unlimited rides at \$10 each

Not well marketed

Complaints of no 9 hole break

After discussion and without action, Committee decides to wait to see what the cost of new cart fleet will be before making recommendation and asks staff to better market cart card.

Range Membership

Jennifer asks staff to come back with a recommendation on a Range Membership

**Other**

Martha Hoffman's request that City recognize old practice of allowing those 90 years old or more to play for free

David says Administration cannot support this. There is no record of past official Council or Committee support

The Committee takes no action.

Chris asks if there is a motion to adjourn.

Mark so Moves.

Jennifer Seconds,

Motion Carries. 9-0

**No Meeting date is set for September at BMGC**

Meeting Adjourned.