

June 13, 2017
Approved Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Mark Coen
Jennifer Kretovic
Bob Norton
Roger Jobin
Fran Hunt
Brian LeBrun
Bernard "Sid" Chase
Phil Davis

Members Absent:

David Croft
Dick Holden
Linda Mattlage
Travis Martin
Justin Kimball

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 May 11, 2017 meeting or any questions about the minutes

Bob moves approval of the minutes from the May 11, 2017 Meeting.

Roger seconds the motion.

Motion Carries 7-0

Course Update

Have been catching up on mowing

Still very wet, need to be diligent about golf car traffic

Staff is mowing woods now

PGA Junior League started Team Beaver is 2-0

Jennifer suggests rewarding PGA Jr League participants with Sim time in the winter

Some staff going through First Tee training
4 junior camps starting in July under auspices of First Tee of NH
Golf Traffic has picked up with improving weather
We are Hosting Outings, nearly 300 rounds last week.

Committee feels it is important to have Dollar number for outings to combat complaints. Outings help support the golf course and charitable efforts in the community

Have hosted many "Member" tournaments also

Report from Patio Sub-Committee

Committee met May 19 to discuss the pros and cons of the patio tent

Pros of tent being down

Looks better

More inviting

Cons of tent being down

What to do with clubs during wet weather

What to do with golfers when there is a function, or two outings booked at same time

A survey is suggested

Outcome:

Phil and Sid in conjunction with Jess Martin, decide to put the tent back up suspecting it would be favored in the survey. With events coming up and the current weather pattern it made sense not to wait.

Staff will do a survey and add other questions about the entire operation looking for improvements

Jennifer Kretovic reports that she, Jessica and Mayor Bouley are looking at grants and public private partnerships to get a permanent tent structure that would stay up year round. They are looking at examples from Faneuil Hall and Canada

Patio Sub Committee will continue to meet to pursue this option

Fran asks about smokers on the patio. The Sub Committee discussed but had no recommendation

Fran reports that the lady's room toilets need attention. They do not flush properly

Fran has a request from Linda that more rakes be put in bunkers

Sid responds he has put more out and will add still more

Also from Linda, there needs to be more gravel in the ditch next to 17 tee.

Other Business

Brian shares Year to Date financial comparison from FY16 to FY17. The FY17 net trails the FY16 net in excess of \$100,000. This is mostly due to weather. Late summer 2016 was extremely hot discouraging play and the spring of 2017 has been extremely wet. In addition the course opened nearly a month earlier in 2016.

Brian has worked with Phil and Sid to create a great marketing plan blending social media and paid advertising through traditional methods of newspaper, radio and other print media.

Phil and pro shop staff have contacted lapsed members and found beyond some members passing away, some have moved or changed jobs, changing their playing habits. Others have been ill. There were no overt negative comments about the course.

On a brighter note, individual outing numbers are up amongst the returning outings and we continue to get positive feedback about course conditions.

It is important we continue to give great customer service across all parts of the operation to provide a positive experience in order to maintain our proper share of the market.

Staff will continue to watch expenses.

Roger Jobin suggests hiring an intern from NHTI to do our social media campaign. Phil and Sid have tried unsuccessfully for a few years to bring an intern on board. They will continue to reach out to NHTI

2018 Staff Recommended Rates

Staff distributes materials with three options for 2018 Membership Rates

All three would offer the option of locking in 2017 rates for 2018 with an early commitment in the fall and/or enrollment in ACH program

All of these would have increases to some categories

Option 1 would maintain current structure

Option 2 would add a Senior Family membership as others in the local market offer

Option 3 would rename the Adult Membership “Full Membership”, the Senior Membership “Weekday Membership”, eliminating the age requirement, and add a “Weekday Family Membership” as others in the market offer.

In addition a Golf Car membership, single and family is proposed, as others in the market offer.

Discussion

Beaver Meadow still well below market in most categories,
The Golf Car membership has been desired and discussed for several years

Expanded Fleet will allow this

Revenue will be monitored for 2018 to see if the membership cannibalizes current cart revenue.

Management of Golf Car membership

POS system will allow this

Jim Marshall moves approval of option three rates as presented and in addition the cart membership as presented

Jennifer seconds

Motion carries 7-0

New Business

Jennifer received a complaint from a neighbor regarding the lighted traffic sign placed by a recent outing. The sign ran all night disturbing the neighbor and the neighbors were not properly notified as required by ordinance.

Sid was not aware of the sign until it arrived and said he would apologize to the neighbor.

Discussion of Memorial Water Bubblers

Mark shares the Memorial Gift plan used by Concord Country Club

Mark also proposes a sub-committee to deal with/create a process for gifting.

The sub-committee should have a staff member

Brian has experience with gifts to the City with Library, Cemetery and others

There are parameters at the City Council level

1 a Product, no authorization necessary, just a report to Council

2 a gift of money must be accepted than appropriated prior to expenditure

3 there should be no cost to City as result of gift

A fourth consideration is, is the gift appropriate?

The creation of a non-profit to accept and then pass donation to the City/Golf Course

Jennifer suggests the Patio subcommittee take this on as that committee is looking at a tent donation at this time

It is agreed without action that the sub-committee report back at next regular meeting

Irrigation CIP

Mark reports to Committee that there is a tentative agreement to bond \$145,000 to start the irrigation improvement process. It would be funded 5% by the Golf Fund and 95% by the General Fund

Chris asks if there is a motion to adjourn.

Bob so Moves.

Mark Seconds,

Motion Carries. 7-0

No Meeting is set for July

8:00 AM

Beaver Meadow Clubhouse

Agenda:

Public Input

Approval of Minutes

Old Business

Meeting Adjourned.