



**Town of Barnstable**  
 BARNSTABLE RECREATION DIVISION  
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The Barnstable Golf Committee:  
 Terry Duenas – Chairman  
 Mary Creighton – Vice Chairman  
 Richard Aliberti  
 Dan Ginther  
 Dave Miller  
 Geoff Converse  
 Nancy Beauchamp  
 John Norman, Town Council Liaison

**Golf Committee Meeting**  
**June 14, 2011**

Terry Duenas – Chairman	Present
Mary Creighton	Present
Daniel Ginther	Present
Richard Aliberti	Present
Dave Miller	Present
Geoff Converse	Present
Nancy Beauchamp	Present
John Norman – Liaison	Absent

Roll call

- Called by Secretary, quorum met

Meeting called to order at 5:34pm

Minutes of May 10, 2011

**Motion duly made by Daniel Ginther, seconded by Geoff Converse to approve the minutes of May 10, 2011 as amended**

**Vote: So voted unanimously**

Public comment - None

Old Business

Update on brick project from Dan Ginther

- Dan sent Merry email with attachment outlining the brick project parameters.
- Parameters: 22 Characters/2 lines max. \$50.00 per brick payable to Town of Barnstable.
- Merry to send initial notice/invitation out to 70 people.
- Merry working with Lisa on the finance appropriation for this project.
- Once Mary has money from 40 people, Dan will order the palette of bricks.
- Project will then commence without interruption of golf play.

Update on First Tee Program by Dick Aliberti

- The event was very successful, with 76 participants. Just an all around amazing event.
- The stands were packed with players, bystanders, press. Pictures in Enterprise and had lead story in Town Manager’s Report.
- T-shirts were donated by the Olde Barnstable & Hyannis Members Associations.
- Dick Aliberti donated First Tee hats for all players.

## New Business

### Significant Restructuring

- Mike Gelfi turned in resignation on May 16.
- Bruce McIntyre now interim acting Director of Golf Operations – staying at Hyannis GC to stay near administration. He reports to Lynn Poyant.
- Chris White is interim Director of Golf Maintenance – moving to Olde Barnstable Fair Grounds.
- Bill Goff also has left his position.
- Assistant superintendant also switched around and Irrigation position now open at Hyannis.
- Dave Curley retiring.
- All jobs were posted in accordance to Town and Union Procedure. The process is public. Decision was made upon review of three in house applicants.

### Superintendent / Managers report provided by Bruce McIntyre

- Numbers: Olde Barnstable was strong in May in spite of predominately rainy weather, finished 99% of projected. Hyannis just a little behind with 95% of projected. Both courses bettering May 2010 numbers.
- Did not make projection for green fees, which effects all other numbers. However membership very strong.
- May need to look at nonresident members and young adult memberships as they used to be fee players.
- Management meeting last week. All expenses covered to wrap up fiscal year as of June 30<sup>th</sup>. June numbers need to be good, finish strong.
- Equipment
  - \*One Toro 5410 Fairway Mower purchased. Two more mowers were budgeted for Olde Barnstable Fairgrounds but will have to wait for June numbers to see if this is feasible. Three mowers have been rendered inoperable.
- Staffing and Operational Considerations
  - \* All seasonal staff in place and training in process. 6 new at Olde Fairgrounds, 2 at Hyannis.
  - \* Men and Women - member-member tournaments went as scheduled .
  - \* One more week for signups for the Clambake Tournament at Hyannis.
- Maintenance
  - \* Grass growth was exponential in May and they were under staffed. It is better now especially with the new fairway mower.
  - \*Sand is needed at Olde Barnstable but not in budget until July. Sand to be ordered at that time.
  - \* Seasonal staff at Hyannis to do some much needed bunker work, (discussion) with particular attention to drainage issues on the bunker at the 17<sup>th</sup> green. Dedicating 2-3 employees to bunker work.

## Discussion

- Financial - \$109,438 is the actual savings on expenses over previous years.
- First Tee donations to be added as separate line item on the financial report.
- Jr. League levels are consistently dropping. Possibly market to the First Tee participants and develop a Jr level program. Also look at a non-resident Jr. Membership rate and market to the five High Schools in town in order to boost that age bracket. Jr. lessons were also discussed.
- It was proposed that a family rate may also boost money and fees.
- Dan emphasized that maintenance should be top priority for staff .
- Geoff also stated make our courses the best out there. People want to play on a good well maintained course.
- Starters were discussed in order to ease the golfers onto the course especially on weekends.
- Rangers are being considered for the big tournaments as well as busy seasonal weekends to keep play moving.
- It was also proposed to move the men's member-member event to a weekday.
- Mary relayed the biggest negative in financials are the green/player fees and cart fees. Two weeks to make up \$10,000 for June.
- Traditional specials & discounts were frowned upon. Everyone is running specials and the golfers don't seem to be out there. Specials would need to be devised in the off season and implemented early on in the season to see the most impact.
- Other non-traditional discounts were discussed i.e. pay 2 greens fees get 2 free, buy a cart – get one.

- Dan suggested promotional Re-play or Multi play rate program as offered in Hilton Head & Myrtle Beach. This type of special is easily implemented and effective.
- Use the courses magazine ratings as a proper marketing tool to entice golfers. Also can be used as an incentive for staff to maintain the courses to those standards. We want to be able to say we are the best.

Marketing Committee:

- Bruce is currently working with the IT department to improve the website which is out of date, difficult to locate and at times inaccessible.
- Website deficiencies were discussed at length. Getting the website functional and updated is of the utmost importance in increasing players and fees.
- Nancy emphasized the importance of getting a Facebook page up and running as a lucrative marketing tool.
- All marketing ideas previously discussed could be amply marketed via a Facebook page.
- Proper town authorization needed to create a Facebook page.
- Terry to set up a meeting for the Marketing Committee to meet with Lynn Poyant to discuss the website and Facebook page. These two marketing tools are top priority for the committee.
- Exchanges proposed i.e. sharpening tools in exchange for bird houses with local wood shop.
- Purchasing used equipment was discussed. However it was brought to light that there is not much out there in the way of used equipment.

Future meeting notification

\*Committee Members and Golf Administration (Bruce McIntyre, Chris White and Merry Holway) to be sent agenda and minutes directly by the recording secretary prior to the Golf Committee meetings.

Meeting adjourned at 6:52 pm

Respectfully submitted  
Stacey Peacock  
Recording Secretary