



Town of Barnstable
 BARNSTABLE RECREATION DIVISION
 DIVISION MANGER
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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
May 10, 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 5:35pm

Minutes of April 12, 2011

Motion duly made by Daniel Ginther, seconded by Nancy Beauchamp to approve the minutes of April 12, 2011 as amended

Vote: So voted unanimously

Public comment - none

Old Business

Update on brick project from Dan Ginther

- Dan will send update via email to all committee members by Friday, May 13th

Update on progress of First Tee Program by Dick Aliberti

- Letters being mailed to previously involved community members - Dr. Patricia Grenier, Lynne Poyant, Chief McDonald, Mark Milne and Town Manager Klimm
- Dick will deliver invitations to Barbara Ford for the Town Council, and also to the School Committee

Reappointments

* Both Chair Duenas and Dick Aliberti have signed and submitted their reappointment cards

New Business

Superintendent / Managers report provided by Bruce McIntyre

- Numbers: strong finish in April despite the weather, came close to projections; numbers for the first half of May are strong as well; membership numbers strong

- Fee players: all staff aware and working on this issues; low numbers affect not only play but cart fees and pro shop sales as well
- Budget: in process of balancing the budget prior to June 30th
- Pro Shop
 - * Clubs are now on a normal weekly schedule
 - * Men's member-member scheduled for June 4th & 5th
 - * Nine & Dine scheduled for May 27th
 - * Ladies member-member scheduled for June 8th
 - * Chelsea Tee Time system update has been completed
 - * 20th Anniversary Cape Cod Pro Am tournament scheduled for June 16th
- Maintenance:
 - * End of May and month of June important for maintenance as the season starts
 - * Course condition improvements; spring clean ups completed; began summer mowing schedule; both irrigation systems charged, tested and up and running; aeration and top dressing of green at both courses completed; both courses opened one day early; both courses fertilized as of last week; preventive treatment for crab grass control applied for the first time
- Staffing:
 - * both courses currently staffed at 5 seasonal staff; expect Hyannis will be 100% staffed with returning and OBF anticipating new staff
- Swans to be placed in the fountain soon
- Doc Mahoney memorial bench scheduled for installation; currently working with installers; unveiling ceremony scheduled for Memorial Day weekend
- Additional ladies tee on the 18th hole is in process

Discussion

- Grubs: treatment will take place in June for the season; current damage is minimal; grubs in the roughs is difficult to treat
- Mary requests for the administrative report to be emailed; Bruce will comply
- Fee players:
 - * Staff working on increasing fee players; staff meets on a weekly basis to review status and investigate potential new opportunities
 - * Members request for Bruce to see if TOB can match offers being made at other courses; Bruce states that with the offers' coming out of other courses everyone is scrambling for players
 - * Nine and Dine – moderately successful
- Dining / concession:
 - * Need to promote the 'positives' of Hyannis; affordability; wonderful course
 - * Staff in constant communication with Scott (restaurant)
 - * Restaurant is feeling the 'pinch' as well; fewer fee players equal fewer restaurant customers
 - * Snack bar will be open soon
 - * Ceiling tiles being replaced, making the aesthetics more appealing
 - * Sign to be installed on the 9th tee with menu and phone number; players call in and their order is ready when they get there
 - * Members request restaurant staff to come to a Golf Committee meeting; to inform members as to how things are going, and to see if the committee can be of any assistance to help them as well
- Parking:
 - * Employee parking and signs moved
- * Working with Bob Burgmann (DPW) to move the handicap parking to where employee parking was and in turn, make the former handicap parking into a bag drop with easier access
- New tournaments: members inquire as to whether a new tournament could be implemented; requires considerable advance planning, seek to do in 2012
- Bruce advises that when 'selling' Hyannis course – it should be all-inclusive with food and cart
- Signage at OBF – need to have the sandwich board sign put out so public knows it's open and has dining option

- Restaurant revenue at Hyannis: rent is paid when course is open, rent is raised if sales goals exceed a specific dollar amount; if the course is closed, no rent is paid; incentive is in place for restaurant to increase performance; sales are verified by Johanna Boucher of the TOB Purchasing Department
- First Tee Program: Dick inquires and receives confirmation regarding the sign up for this program at the HYCC in light of David Curley's retirement – anticipate that everything will be handled as it always has, and that nothing will adversely affect this program
- Committee accomplishments: Chair Duenas reiterates the charge of the committee (Advisory vs. Regulatory); members want to know that management is aware of accomplishments, and that members are available to offer help and solicit feedback from the public and process it for the benefit of the town; the management of the asset of the golf course is for the TOB, members provide their expertise and those suggestions may be very valuable
- Mary believes that the main goal of the committee is to support or discuss rates according to the mission statement
- Recommendations for rates and how those fees come about; understand that final decision on rates lies with the Town Manager
- Staffing questions - personnel issues are not something that the committee is under purview to discuss

Marketing Committee:

- Dan Ginther to Chair
- Nancy and Geoff volunteered
- Request for a member of management to be present and offer guidance and input
- Reminder: if membership on this subcommittee reaches four (4) or more, Open Meeting Law guidelines apply
- Sub-committee members to work on the task of how to increase play and membership without incurring additional costs; investigate social networking, advertising, signage, etc.;
- develop an event plan with the process on how to implement it provided management agrees; all of which to be time and cost effective

Finance Committee:

- Dave Miller to Chair
- Both Nancy and Daniel volunteer
- Chair requests for a report be presented at the July meeting (after TOB budget process has been completed)
- Reminder: if membership on this subcommittee reaches four (4) or more, Open Meeting Law guidelines apply
- Sub-committee should invite Finance Director, Mark Milne on a bi-annual basis
- Finance Committee to address opportunities such as a 'vacation' from the land bank; lease back activities; investigate better cash flow opportunities

Chelsea Tee Time System

- Cannot see member times, only non-member times
- Can only book four (4) days ahead
- Non-members can call in and book tee times months in advance
- Chair Duenas requests for a report on system changes be brought to the June meeting

Future meeting notification

* Members to be sent meeting reminder notices via email

Motion duly made by Dave Miller, seconded by Mary Creighton to adjourn

Meeting adjourned at 6:23pm

Respectfully submitted
Theresa M. Santos
Recording Secretary