



# The Town of Barnstable

## Office of Community Services

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### Town of Barnstable Golf Committee MINUTES Tuesday, September 11, 2012

Dave Miller- Chairman	Present
Mary Creighton	Present
Richard Aliberti	Present
Dan Ginther	Present
Terry Duenas	Present
Geoff Converse	Present
Nancy Beauchamp	Present

Also present were: Bruce McIntyre – Director of Golf Operations, Merry Holway & Roman Greer – Golf Professionals, Mort & Barbara Zajac (members), Chip & Carole Willette (members) & Carol Puckett – Administrative Assistant.

#### **Roll Call**

Dave Miller, Mary Creighton, Richard Aliberti, Dan Ginther, Terry Duenas, and Nancy Beauchamp are present. Geoff Converse arrives later.

Dave Miller reminds everyone that the Open Meeting Law training will be held at Barnstable High School on October 17, 2012. It is not mandatory but encourages members to attend. He will remind them again at the next meeting

Dave Miller indicates that he was asked to come up with a mission statement and set of accomplishments for the annual report. He reviews a draft of the committee's mission statement which he passes out to the members for their records and asks for any questions. He indicates that he has also sent a copy to the Golf Committee's liaison, Councilor John Norman, regarding the areas that this committee is concerned with.

#### **Act on Minutes from August**

Dave makes corrections: change name from Norman Greer to Roman Greer. On next page, add to last sentence "regarding a presentation about non-tangible items". On next page, next to last sentence, change to: "notices to golfers per a rate review meeting.

A motion is made by Richard Aliberti and seconded by Mary Creighton to approve minutes as amended.

Vote:

All in favor.

### **Opening – Public Comment**

Mort Zajac, a member from Mashpee compliments Merry & Roman about their assistance in the past and the shape of the courses but wants to talk about the cart paths, the problems with the delay in the performance of the carts regarding acceleration, and the ruts in hills which create a hazard. Also, he wants to review what his membership has meant to him and his wife. They would like to play mid-morning and what has happened over the course of the last three years is the available time when they can play has changed. He has reread what is included in the membership and what it provides for. He indicates that instead of getting a priority time they are getting left over time and is asking that when changes are made, if any, that they are made aware of those changes. Also, he asks that more information should be made available for people when considering buying a membership so that they know what to expect.

Dave Miller asks if he is finding that problem now or in the middle of the summer. Mr. Zajac indicates that it has occurred all year. Dave Miller indicates member tee times are changing because of later start times in the morning.

Mary Creighton asks Merry Holway if the Chelsea system, point system and thirty day rollover is in the new member's handbook. Merry indicates that the handbook could be updated. However, during in-season, they have the full tee sheets from 6:00 to 4:00, the member tee times (at Olde Barnstable) go from 6:00 to 8:00, 10:00 to 11:15 and then at 1:00 it alternates. During off-season they do not start until 7:00 and will go 7:00 to 9:15, etc. She indicates that 99% of the time, the tee times are 50/50 at Olde Barnstable, are not at Hyannis, but will be next year. She indicates that the tee sheets are technically set but that it may be time to reassess the tee times. They can always change them around but they do need outside play to sustain them. Merry indicates that original tee sheets at Hyannis were 25% members and 75% non-members as the membership fees were 75% Olde Barnstable and 25% Hyannis. She indicates that the tee sheets that Roman and she will be putting in for next year will be 50/50 tee times for members and non-members. Merry explains the process of going online for the tee times and is willing to go through it with Mr. Zajac the next time he comes in.

Bruce indicates that 62% of the rounds in August, at Olde Barnstable, were played by members and that Hyannis is almost a 50/50 split. He indicates that the issue of discounting greens fees at Olde Barnstable simply doesn't happen and one thing they have done at Olde Barnstable is to keep their rate integrity. He indicates that at Hyannis they have more of an open tee sheet and do more specials. Bruce explains to Mr. Zajac that the fee play generates 60 to 70% of the revenues needed in order to get by.

Mr. Zajac indicates that they are familiar with the Chelsea system, as a management system, and thinks it is a good system. Dan Ginther asks if they would prefer to play at Olde Barnstable. Mr. Zajac indicates that they would prefer it mainly because it is harder going up the hills and are concerned about the carts.

Mary asks how often they play. Mr. Zajac indicates two or three times a week. Mary Creighton explains the Chelsea system. Mr. Willette indicates that his wife, himself and the Zajacs, play as a foursome, had played approximately 50 times last year but only played 36 times this year as it was busy and feels that this will drive people away. Mr. Zajac asks that if they are going to change anything that they could communicate that to members. Mary asks if there is a report that can be generated in order to see how far away from the requested tee time someone was able to get. Merry believes that she can get a report to fit that request.

Geoff Converse arrives.

## **Old Business**

### **Finance Committee Report**

Nancy Beauchamp indicates that last week they had a subcommittee meeting to further discuss the presentation that Mark Milne gave and where they need to go and what they would need to do regarding funding for projects. They started to work on a PowerPoint presentation and discussed who to present it to, either the Town or the taxpayers. It is a rough draft of an idea of what they need to do in order to make a presentation to the Town. She has also taken Bruce's five year capital project plan and put it on the PowerPoint with some ideas regarding the benefits of memberships and the benefits of the two courses in the Town and welcomes input which members should email to her.

Dave refers to a visit which included Town Manager – Tom Lynch and Financial Director - Mark Milne on August 28<sup>th</sup>. Bruce talks about the visit which took place at the Hyannis golf course, however, because of rain, it wasn't a complete course tour. He indicates that the meeting started at the Hyannis golf course, was an excellent meeting which included discussion regarding the facilities, buildings, course conditions, what their needs were and having the managers meeting the staff. Within a day or so he was contacted and it was determined that another tour to also include Assistant Town Manager – Mark Ells, will take place on September 25<sup>th</sup> which will include a complete tour of both courses. Dave comments that they did talk about refreshment carts and thought overall it was a positive meeting.

Dave asks Nancy Beauchamp what the next step is. Nancy indicates that they will be obtaining more information from Bruce and from the 2013 budget to quantify some areas in the marketing plan. They will be having ongoing meetings in the next couple of months. Bruce adds that they do have an excellent track record in paying down their debt.

### **Marketing Committee Report**

Dan Ginther reports that he had sent out a memo to Geoff and Nancy which included 18 marketing items being worked on which includes:

- working on improvements and control of the website
- advertising in national magazines
- flagpoles with special flags
- bus tours
- travel agencies
- new flyers for both courses.

He indicates that other suggestions are:

- a golf exposition in Hyannis during the winter months
- yardage books with advertising
- vendor signage
- vendor tee markers

He indicates that the beverage cart idea is ongoing. Also, they had discussed a marketing representative hired by the Town to promote both the golf courses and the youth center and thinks that the Golf Committee should endorse it. Lastly, another suggestion is an improvement program for increasing membership.

### **Continuation of 2013 Rate Discussion**

Bruce explains that budgeting and any changes in fees has to be done prior to the setting of the tax rate of the Town and that the rate hearing is scheduled for Tuesday, September 25, 2012. He indicates that, at this point, there is no way they can make that date. The goal, at this time, is to be prepared for the October 9<sup>th</sup> meeting at which time they will be making a final decision and suggests a special meeting between now and the October 9<sup>th</sup> meeting.

Nancy Beauchamp suggests having another meeting at which time the only discussion should be the rates as it pertains to membership rates increasing and rate play. Dave suggests doing it on October 9<sup>th</sup>, having only that subject on the agenda with the first hour dedicated to public comment.

Bruce indicates that his crew has been discussing it and could bring a proposed rate sheet at that time.

Dave indicates that some suggestions regarding rate changes could be:

- Keep the rates the same
- Raise the rates for cost of living (cost of materials, salaries, etc.)
- Keeping the rates the same, except for a \$50 increase which would go towards a capital fund to be used as part of a pay back for the program they are trying to institute at Hyannis

Dan Ginther comments that Bruce had mentioned a capital assessment fee which he thinks is a good idea.

They discuss. Dave indicates that if they had to do a million dollar bond over ten years, that the payback would be approximately \$100,000 a year. Also, if they can collect \$40,000 from the members then they could get a lower bond which might be more acceptable to the Town.

They discuss the \$50 increase into the capital fund.

Richard Aliberti would like to see a special meeting before October 9<sup>th</sup> as to how to approach this and clarifies that they would need a vote on October 9<sup>th</sup>. Dave says they could inform members via email from the membership database.

Mary Creighton would like to hear from Bruce regarding the increases.

Bruce indicates that they are at the lower end of the upper municipal golf course realm. They are at the lower end on weekends only. Across the board, greens fees are only a small difference. Their fees are very much inline with fees and some less with the exception of Bass River. He would like to see, on the membership end, no residency restrictions on junior memberships, young adults, and student memberships. As for the \$50 increase, they have a debt service to meet and obligations to the Town and must use caution of how to proceed in that area and is not sure at this time.

Dave asks what the affect would be of increasing outside play by \$1.00. Roman thinks that the existing rates are slightly below the competition and that they have plenty of room on the tee sheet. Dave suggests doing \$1.00 increase at Olde Barnstable. Merry indicates that those fees were raised last year and if they were to raise them again people may decide to go to another course for half price. However, in the off season they could possibly add \$1.00.

Terry asks what the result would be if they did away with memberships altogether and did discounted resident rates.

Bruce thinks that Town of Bridgewater Municipal course does not have membership fees as they have non-resident and resident and everyone pays. He indicates that he could research that information.

Dan asks about punch cards as they had them in previous years and asks if they can increase membership by having punch cards for people who do not play that often. He also asks if they can have a nine hole rate.

Richard Aliberti asks if a punch card allows them to play in the league. He is told no. Dave indicates that the alternative to that would be a senior resident rate.

Nancy agrees with Terry about capital plan as it will show taxpayers that people that play here are interested in making renovations.

They discuss if the management team should bring recommendations to the October 2<sup>nd</sup> meeting. Bruce indicates that on October 2<sup>nd</sup> suggestions would be forthcoming from the membership/public and from that the management team would then bring recommendations to the October 9<sup>th</sup> meeting. Terry thinks that they should have options beforehand, not have the October 2<sup>nd</sup> meeting, and present the options at the October 9<sup>th</sup> meeting.

Motion is made by Richard Aliberti and seconded by Nancy Beauchamp to have a meeting on October 2, 2012 with the membership invited.

Vote:

AYE: Dave Miller, Geoff Converse, Richard Aliberti, Nancy Beauchamp

NAY: Terry Duenas, Dan Ginther, Mary Creighton

Vote carries 4 to 3

Dave explains that at the October 2<sup>nd</sup> meeting that they have to suggest ideas to the public and will sit down with Bruce prior to the meeting

Dave asks if the outside rate drops, would they get more outside play?

Bruce indicates that discounting has taken place at Hyannis which has increased rounds and increased revenue. They have brought in more people to the property and people who haven't been there in years to play.

Dave asks Bruce to put out invitations to the membership for the October 2<sup>nd</sup> meeting.

Motion to adjourn is made by Terry Duenas and seconded by Mary Creighton.

Vote:

All in favor