

MINUTES

Beaver Meadow Golf Advisory Committee Meeting November 16, 2017

In Attendance: Chris Mulleavey, Chair; Jim Marshall; Linda Mattlage; Jennifer Kretovic; Bob Norton; Dick Holden; Roger Jobin; Brian LeBrun; Bernard “Sid” Chase; and Phil Davis.

Excused: Travis Martin, Justin Kimball, David Croft, Fran Hunt, and Mark Coen.

Other Attendees: Russ Matthews, Gil Rogers, and Dick Oberman.

1) Public Input: The meeting was called to order and opened for public input.

BMGC members Russ Matthews and Gil Rogers addressed the committee and asked how course improvements were prioritized, specifically why bunkers are taking priority over other needs. They also wanted to know how the bunkers that are being renovated were selected. Committee members explained that one of its charges, by ordinance, is to create a Five Year Needs and Improvements Plan. Bunkers have long been identified as needing improvement, and staff developed a prioritized list of bunkers, by hole number, for the Committee to review. The Committee will undertake the update of the Five Year Plan in the near future and the public is welcome to attend.

Mr. Matthews and Mr. Rogers indicated that they had a difficult time finding documents online regarding the project and suggested better communication with BMGC members. The committee responded that meeting agendas and minutes are posted on the City’s website, and that meeting agendas are also posted in the clubhouse in at least four conspicuous places. Jennifer Kretovic noted that the City is hiring a Public Information Officer to facilitate better communication from all Departments to the public. Deputy City Manager LeBrun offered to help anyone that’s interested in navigating the City website for information.

Jennifer Kretovic referred to a letter she received from Charles Randall offering ideas for improvements at the course. The committee briefly discussed and agreed to put it on the December meeting agenda.

2) Approval of October 19, 2017 Meeting Minutes: Jim Marshall motioned, and Bob Norton seconded, to approve the minutes from the October 19, 2017 meeting. The minutes were unanimously approved.

3) Course Update:

- Repair of the pond fountain is complete. Seeding of the disturbed area will be done in the spring.
- The bunker project is underway, with many positive comments.
- RFP for the pump station will be published in the very near future.
- Point-of-Sale system implementation and training is scheduled for December 6-7.

- Simulator season is ramping up, with the league starting in January. There are 34 two-man teams that have already signed up, exceeding last year's number at this time. The course expects to meet or exceed last year's number of 50 teams. Planning an Open House in December for simulator business.
- Membership sales have been strong. There are 27 "new" members, over 80 total including current members placing a deposit. Raising the fall deposit/commitment should result in more members following through in the spring.
- First Tee and PGA Junior League programs were very strong this season. Will be looking for mentors and leaders for First Tee in the spring. BMGC is one of three First Tee sites in the state.
- Working with the Concord Boys & Girls Club on an after-school program, as well as with the Parks & Recreation Department to grow the program and game of golf.

4) Golf Financials: Deputy City Manager LeBrun shared the financials for this past golf season and fiscal year to date.

- Revenues: Memberships were down from the prior year; cart fees and Pro Shop sales were lagging, probably in response to lower membership; green fees and range revenues were stronger.
- Expenses: Temp salaries are up a bit, as the City raised the pay for temporary grounds laborers to attract more candidates. Building repair expenses are up as a result of the fountain, pump house, maintenance barn, and lighting repairs; as well as the need to unexpectedly purchase a new dishwasher.

Overall, revenue continues to be a challenge. Staff is working hard on marketing and improving the course to attract business.

5) Old Business: The Draft Memorial Policy is still being reviewed by the Legal Department and will be brought back at a future date.

6) New Business: There were concerns raised after the recent election that handicap parking at the course is too far from the building for some. Staff will work with the City Clerk and Public Properties to find a solution.

There has been some difficulty operating the E-Range machine. Staff will explore options with the vendor.

Five Year Needs and Improvement Plan to be placed on December agenda.

City's CIP Budget Kickoff Meeting for FY 2019 is scheduled for December 14th.

7) Adjournment: Jim Marshall motioned, and Dick Holden seconded, to adjourn the meeting. With a unanimous vote, the meeting was adjourned.

8) Next Meeting: Thursday, December 14th, at 8:00 AM, at BMGC Clubhouse