

MINUTES

Beaver Meadow Golf Advisory Committee Meeting February 14, 2019

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

The meeting was called to order by Chris Mulleavey.

1) **Public Input:** There was no public input.

2) **Approval of January 17, 2019 Meeting Minutes:** Jim Marshall motioned, and Bob Norton seconded, to approve the minutes. The minutes were unanimously approved.

3) **Course Update:**

- This winter’s skating and skiing has been good when weather cooperates. Have received a lot of positive feedback about skiing.
- Tent Project: A report was sent to City Council requesting additional funds to complete the Tent Project, including a floor.
- Clubhouse Update: Funds were short for this project as well. Many projects across the City are coming in at prices in excess of budgeted amounts. There is no value in separating the two pieces of the project for savings. Additional funds will be included in the FY 2020 CIP budget request to City Council. Concern was noted regarding heaving of pavement around the clubhouse. Concern was also voiced regarding the costs and needs for the individual projects related to the clubhouse, like siding, painting, and roofing, and a new clubhouse in the out years of the CIP.
- 9th Fairway Improvement Project: The City tree crew continues to remove trees between the maintenance barn and the 9th hole. Funds to augment the FY 2019 budgeted amount will be included in the FY 2020 budget request.
- Simulator business has been brisk, exceeding last year’s revenue.

4) **2019 Daily Fees:**

- Staff presented an updated daily fee schedule for consideration. Daily fees are at market for the most part.
- Staff has used data from the new POS system, indicating slow and busy times, in order to price slower times more attractively and busier times at a premium. This approach is termed “dynamic pricing” in the golf industry.
- Increases from NHGA for GHIN services are passed through to the buyer. Beaver Meadow will still be below market for this service.
- An 18-hole member cart rate of \$1.00 less is proposed, adding value to membership; the non-member 18-hole cart rate is increased by \$1.00; and senior member 18-hole cart rates are proposed to increase by \$1.00. The Committee recognizes that this is still a good value to senior members.
- In anticipation of erecting a tent for 2019, a fee of \$1,250 for an 8-hour rental was proposed. This will include tables and chairs. A day rental from local vendors for same is approximately \$1,800. This will make the facility attractive to those needing a tent.

Bob Norton motioned to accept the rates as proposed, Jennifer Kretovic seconded.

Discussion ensued about the proposed \$2.00 increase to League Green Fees. A \$3.00 increase for 2018 was recommended with the intention of going to a full 9 hole rate of \$25.00 in 2019. Non-member Senior League players have been paying \$30.00, with a recommendation to increase it to \$32.00, the same as the Guest Fee.

Jim Marshall proposed an amendment to the motion to raise the League prices only by \$1.00, to \$24.00 and \$31.00 respectively. Bob Norton seconded. The amendment and motion passed unanimously.

- A fee schedule for outings was proposed, with Friday and weekend rates slightly higher than weekdays. Larger outings that will take advantage of the tent will be charged a slightly higher rate per player to generate revenue for the tent investment.

Bob Norton motioned to recommend the proposed fee schedule to City Council, and Jennifer Kretovic seconded. The motion passed unanimously.

- 5) **Old Business:** A positive comment was received about the sign at the intersection of Sewalls Falls Road and North State Street, which advertises available winter activities at Beaver Meadow. An additional comment was received suggesting that the sign have a more permanent appearance for the winter months.

Discussion ensued about the sign at the intersection of Sewalls Falls Road and Second Street. The Committee has discussed replacing it in the past. Chris Mulleavey requested that this be added to the Committee's March meeting agenda.

- 6) **Adjournment:** Jennifer Kretovic motioned to adjourn, and Fran Hunt seconded. With a unanimous vote, the meeting was adjourned.
- 7) **Next Meeting:** Thursday, March 14th, at 8:00 AM, at BMGC Clubhouse.