

MINUTES

Beaver Meadow Golf Advisory Committee Meeting
March 10, 2022

In Attendance: Chris Mulleavey (Chair), Gary Darby, Dick Holden, Mark Coen, Linda Mattlage, Jennifer Kretovic, Roger Jobin, Bob Whatmough, Ruthann Bradley, Phil Davis, Pat Lanman, and Brian LeBrun.

Absent: Fran Hunt, Nathan Fennessy, Bob Norton, and Corey Schofield

- 1) **5 Minutes of Public Input:** There was no public input.
- 2) **Approval of Meeting Minutes:** A motion was made and seconded to approve the minutes from the February 10, 2022 meeting. The minutes were approved with a unanimous voice vote.
- 3) **Pro Shop Operations:**
 - Simulator league is wrapping up for the season. This is the last week of regular league play, to be followed by two weeks of playoffs.
 - Held a very successful demo day recently, which was sold out early on and resulted in orders of about \$10,000 of golf clubs. Another demo day is planned for April, which is already sold out. A Callaway demo will be held in early May.
 - Our direct marketing efforts have been extremely successful. A league e-mail went out yesterday and 15 teams signed up right away. Ten of the teams are coming from other courses and are new teams to Beaver Meadow. An e-mail also went out recently regarding the “Get Golf Ready” program, which sold out in less than two days.
 - Membership drive information is going out today.
 - Brian LeBrun noted that City Council will be taking action on Monday night (3/14) on the proposal to hire a full-time, year-round Assistant Golf Pro. Mark Coen asked how the request was being presented to City Council as being beneficial to the course. Brian indicated that a Report to Council was submitted which includes the costs and benefits of the position. While it will cost more, we are having trouble finding candidates who are interested in a part-time position. The course will benefit from a full-time, year-round Assistant Golf Pro with consistency and improved customer service.
- 4) **Course Update:**
 - Pat Lanman noted that we are in a waiting game right now as far as weather goes. We are waiting for the snow to melt and the frost to come out of the ground.
 - A lot of clearing was done in December and we’ve had a relatively light winter, so it shouldn’t take much time and effort to clean up and prepare for the course opening. He noted that there has been no ice damage.
 - Roger Jobin asked if skating was done for the season. Pat indicated that the pond is still open, but that no further clearing of the pond will be taking place.

- Hoping to open the course the first or second week of April, depending on weather conditions. Last year the course opened on April 14th.

- 5) **Financials:** Brian LeBrun noted that the course is still on the same track financially that it has been. The course is currently about \$50,000 behind, which he is not concerned with. The course has incurred a few unexpected expenses, but nothing substantial. Phil Davis indicated that one of those expenses is for a new range machine card reader, which should please course users.
- 6) **Other:** Linda Mattlage mentioned the vote the committee took last month to increase rounds from \$25 to \$27, and allow league players to pay their league fees up front at the current rate of \$25. She asked how the Pro Shop would know who should receive the \$2.00 discount. Phil indicated that those who are eligible for the discount will have cards issued to them to present when paying for a round.

Roger Jobin asked if we are at a place where we need to be looking at limiting memberships, as was discussed at one of the committee meetings last year. Phil indicated that it makes the most sense to discuss this in July when the committee discusses rates. At this time, however, he doesn't feel there is a need.

Ruthann Bradley mentioned that she has heard some complaints about pace of play at the course. Phil noted that it is a difficult issue to manage and it requires diplomacy. He is hiring more rangers to staff the course and will place them in strategic places throughout the course. Having a full-time Assistant Golf Pro will allow Phil and the Assistant to be out there on the course more as well. Phil also indicated that five waterproof clocks have been purchased and will be installed strategically around the course so that golfers can keep track of their time. Jennifer Kretovic suggested that it might make sense to post signage when the course is full, advising players to pick up their ball at eight. Roger Jobin suggested we post our mission statement. Mark Coen suggested we explain etiquette and pace of play to new golfers when they check in.

Mark Coen mentioned that he was on the Ad-Hoc Golf Course Clubhouse Committee and that the committee recommended to City Council that a new clubhouse be built. He asked how the course would be maintained in the interim, and mentioned the dilapidated fence as one issue that needs to be addressed, recognizing that it doesn't make sense to spend a lot of money if a new clubhouse is going to be built in the near future. Phil indicated that he and Pat are aware of the repairs that are needed and will address them as weather allows. Brian indicated that we will do enough to keep the course presentable and will be fiscally conservative.

- 7) **Adjournment:** A motion was made and seconded, and the meeting was adjourned on a unanimous voice vote.