

Yarmouth Golf Enterprise Committee
Minutes of Meeting
April 29, 2019

Attending Committee Members: Bev Arnett, Kristen Seymour, Ellen Chapman, Ted Deckel, Andy Martin and Ralph Simonds.

Attending from the Golf Operations Department: Scott Gilmore

Attending from the Public: Richard Simonds and Larry Jenkins

The meeting was called to order at approximately 5:04 PM at the Bass River Grille.

Public Comments:

Richard Simonds presented a report on the relationship between # of golfers and the average fee paid as well as the impact of tee time intervals on play and throughput time. Both studies were based on findings from national studies, not Cape Cod golf specifically.

Review of Minutes: The minutes from 04/15/19 were reviewed and accepted.

Committee's Review of Board of Selectmen Meeting:

Some confusion was expressed as to why Yarmouth Golf was on the agenda and if we would be on the agenda for the meeting after the town meeting May 4th and the results of the article to increase the base rates are known.

There was also an expression of concern over Mark F's request for more time with the consultant paid to help get "Yarmouth Golf in the black". The GEC unanimously felt this was not a good use of golf funds at this time.

Director's Report/Financials:

Scott had prepared for us a written report which included the following topic updates:

1. **Bass River and Bayberry Hills course conditions:**
 - a. Conditions excellent, mow and spraying has begun and sand added to bunkers.
 - b. Upcoming Maintenance: Aeration is scheduled for Bass River May 6th and Bayberry May 7th, 8th and 9th. There is a 20% reduction in golf fees during this process.
Sod areas at Bayberry will be repaired next week and fertilizing, and crabgrass prevention will take place within the next month at both locations.
 - c. Reversal of the 9s will begin May 1st at Bass River.
 - d. New scorecards are out at Bayberry and will be out at Bass River May 1st. Hole locations are marked on all cards and signs will be made for first tee locations at both places.
2. **Junior Golf/Golf Clinic Progress:**
 - a. Dennis H. and Jim H. are making progress.
 - b. Do not want to rush the process before it is truly ready for golf.
 - c. Demo Day will be June 2nd.
3. **Parking Lot Restrictions:**
 - a. In effect at Bass River. Two bag stands will be completed by end of week.
 - b. Working on a solution for Bayberry.

NOTE: the GEC stressed the need to have staff available to help carry the bags on League days.

4. Restaurants:

- a. Staff levels are pretty good, still looking for a few more people to fill slots.
- b. Great reviews on food and staffing.
- c. 6 functions already booked. This does not include Golf outings.
- d. Noise Level: The foam has been ordered for the seats and should arrive next week.

5. Membership:

A review from Scott of the newest figures from Chelsea shows we are up substantially with the count and on target with revenues. A turn for better weather and the return of the "southern" golfers this month will help increase the numbers.

6. Financials:

Reviewed the latest copy of the financial report from Munis. We are very close to matching last years \$. Scott has asked for a few changes to the report from Finance and this will be the report we will use going forward to review finances.

Committee Comments:

1. A question was raised regarding the new position on the ORG chart that Scott had presented to the BoS. Scott explained that there is an empty full time position since Fred's retirement, and he will be rewriting the job description to turn this into a Public Media, Marketing, Customer Satisfaction, etc. job, which will then need to be submitted to the town for approval before the position can be posted and filled.
2. The status of TSnap or any other POS system was questioned. According to Scott, it is now up to the town administrator's office as to when and how we will move forward with this project.

The meeting concluded at 7:10 PM.