

Yarmouth Golf Enterprise Committee
Minutes of Meeting
June 10, 2019

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

Attending from the Golf Operations Department: Scott Gilmore, Becky White

Attending from the Public: Jay Levins, Betty Lou Mitchell

The meeting was called to order at approximately 5:07 PM at the Bass River Grille.

Public Comments:

Betty Lou Mitchell asked the following questions:

1. Clarification on the status of the \$5 prepay fee for the league when the course is closed (or the league cancels play) due to weather.

Scott confirmed that the total amount would then be credited to the League's account.

2. The present status on the new computer system.
Ans: To be resolved by Town officials. Although now too late to be put in during the middle of the season.
3. What is the current RFP about?
Ans: To be addressed during Scott's update.

Review of Minutes: The minutes from 05/20/19 were reviewed and accepted.

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. Bass River fertilization has been completed for fairways, Tees and rough.
 - b. Driving Range and Park fertilization will be done this week.
 - c. Links rough fertilization also done this week.
 - d. Spraying will be done at all course in the coming weeks.
 - e. New tee markers will be at Bayberry this weekend, Bass River and Links completed by 4th of July weekend.
2. **Junior Golf/Golf Clinic Progress:**
 - a. Advertised on the website and set out via email.
 - b. Initial meeting with Cape Cod Times last week for possible story and advertising.
3. **Restaurants:**
 - a. Staff levels are adequate at this time, with need for another cook.
 - b. Bayberry is up approx. \$52K, Bass River up by approx. \$7K.
4. **Demo Day:**
 - a. Very successful with radio live remote and Barnstable Brewing.
 - b. Positive feedback from our vendors and public on great day.

5. Branding:

- a. Scott asked for thoughts from the GEC on a new logo, as well as separate logo for Bayberry and Bass River.
- b. Need ideas for the sand sculpture at Bass River.
- c. New advertising is going to be down at the rest area between exit 6 and 7, where over 40,000 visitors stop over the course of the year.

6. Financials:

- a. Up \$298,798 for month of April. Increased \$55,966 for month of May.
- b. Total up over last year fiscal is \$354,765.
- c. Memberships up \$62,567 over last fiscal including capital fee through month of May.
- d. Total membership numbers this year:
 - i. 500 residents (684 last year)
 - ii. 58 seniors
 - iii. 67 non-resident (45 last year)
 - iv. 36 Links
 - v. 75 Under 35 (125 last year)
 - vi. 30 juniors

Approx. 104 short of last year's numbers.

7. Current RFP:

- a. Sent out in an effort to help Scott
- b. Returns reviewed and selected by Scott, Pat A. and Rick B.
- c. National Golf Foundation selected.
 - i. \$28,000 the first year
 - ii. \$6,000 in future years

Committee Comments:

- 1. On July 8th, there will be a meeting to discuss waste water. Scott is asking members of the GEC to attend.
- 2. Ralph has 8 men signed up for first Divot Day
- 3. Kristen and her husband will help with the Friday Night Putting

The meeting concluded at 6:37 PM.