

2020 Annual Report to the Board of Directors

Golf Advisory Committee

SECTION 1. Committee members and status of terms:

Fritz Lahner	Chair	1 st Term ends 10/2022
Susan Morris 3/2023		1 st Term ends
Geraldine Fasulo		1 st Term ends 3/2021
Frank Biancaniello		2nd Term ends 12/2022
Joseph Lynch		2nd Term ends 12/2021
Bob Long		1 st Term ends 2/2022
Ann Shockley		
Don McMullen		1 st Term ends 2/2022
Les Purcell 8/2022		1 st Term ends
Frank Daly - Board Liaison		

There are currently no openings for new committee members.

Section II. Summary of Major Activities During Reporting Period

1. Total membership numbers of 2020/21 are 110 including 16 lifetime members.
2. Membership trending - Membership numbers were declining 2017-2018 to 2019-2020. This year they are about the same even with the COVID situation.

OPGC Annual Membership Three Year Trend

2017-2018	141
2018-2019	127
2019-2020	110

NOTES:

Due to the pandemic the rounds played are not included in this report. If needed Golf Pro, John Malinowski, has this information on file.

At our only meeting for 2020, General Manager, John Viola stated we were on target for financials through September.

3. The Golf Members Council, Ocean Pines Ladies Golf Association and Ocean Pines Men's Golf Association have permanent membership position on the committee.

4. Charitable Contributions by the Ocean Pines members through their membership organizations:

OPLGA \$2310 to AGH Foundation (Pink Lady)

Golf Member's Council awarded \$6000 in scholarship aid to local graduates

in

the Class of 2020

Golf Members's Council added \$12,300 to the scholarship fund

- \$2500 from Taylor Bank and Deeley Insurance

- \$5700 from members

- \$4100 from yard sale of golf equipment donated by the

members

Diakonia received \$250 from the member's Christmas Party.

Huge amount of toys collected for the Toys For Tots program

New cart sign (return to path) thanks to the effort of Dana Cooper with

materials

paid for by the OPMGA.

SECTION III. PROBLEMS ENCOUNTERED AND ASSISTANCE REQUIRED

1. **PROBLEMS ENCOUNTERED:** Off season and early season efforts by the golf course maintenance staff improved bunker edging, ruff shorting, some tree removal. reseeded in some areas, typical green/fairway plugging and top dressing and additions of two fans for air movement on #8 and #14 resulted in improved course conditions of the previous year. Unfortunately, when the summer heat and humidity arrived the course suffered severe damage to some greens, loss of most green aprons, damage to many fairways, damage to the majority of tee boxes and the continued encroachment of the “goose grass”. While this was taking place the golf course maintenance staff was significantly impacted by the loss of the course superintendent due to health problems and the loss of the assistant superintendent. The DoG had to shoulder the many duties of the superintendent while pulling together a make-shift staff to deal with the course issues on top of running the golf course.

2. **Assistance Required:** John Malinowski has recently reached out to local golf course consultants to get input regarding our turf problems while dealing with the deteriorated course conditions. Their report points to a lack of maintenance practices that are either not being applied or improperly applied relevant to our type of grass(s)/turf. This report has been shared with management and the OPGAC. Committee recommendations: a.) Oversee that the recommendations made were executed upon, b.) Assist in establishing a documented program for execution proper turf management for the OPGC and c.) Retain their service to periodically monitor the ongoing turf management procedures into next year.

These poor course conditions impact our ability to a.) Attract HOA members and outside locals for daily play and membership play and b.) impact the feedback (negative) from the outside Golf package play which could impact outside bookings. There were many negative comments posted on line regarding our poor playing conditions for the past fall season. This is the third year in a row that the course turf conditions have suffered from the high heat and humidity. As previously outlined in last year’s committee report the financial health of the golf course depends significantly upon our ability to sell to the outside market as well as hopefully grow the local play and membership. The course reputation both locally and with the outside golf package play has suffered from the poor course conditions that we have not be able to eliminate.

Steps need to be taken immediately by management to establish best practices and oversight to maintain our golf course turf conditions that prevent the problems that we have been faced with for the past three years.

**SECTION IV. REQUESTS FOR ITEMS TO BE INCLUDED IN THE NEXT
OPA**

BUDGET

1. Take the necessary steps to create and finance a plan that addresses our need to accomplish course excellence that can be maintained throughout the year.
2. Create a new membership marketing program that reaches in and outside of times Ocean Pines that incorporates rates that target filling our daily lower play
This needs to happen before the upcoming spring golf season begins.
3. Create an OPGC employee Code of Conduct and training manual for all course employees. Customer Service can be improved and is as important as course conditions when servicing both member and outside play, improve pro shop staff training on the existing software program.
4. Provide club wash stations on the driving range.
5. Provide divot mix on the driving range.
6. Provide better course markings on all holes where golf carts are directed off of the fairways.
7. Add to the golf pro shop inventory with more women's selection.
8. Staff Training and General Course/Club Suggested Improvements:
Phone -- etiquette
Take messages when necessary and follow through with same
Know what is going on (course conditions, outside play, rule)
Name tags for employees
Uniform shirts for employees
Customer/member friendly

cart path

non-insurance issue -- AED in pro shop (Colby Phillips will train)

storing their Good Samaritan Law

members are Bag personnel: furnish with list of member who are

playing (Assistant Pro or Adm. Assistant's job duty) --Life members only

have to use Cart signs - more needed, especially on par 3's

would also help Ice/Water Machine outside pro shop so players do not

not have to stop the Clubhouse to fill up water containers. This

Pace of Play. Members and outside play should

and come into the Clubhouse for water.

9. Maintenance plan for the golf carts as most are five years old or so.

SECTION V. RECOMMENDATIONS FOR BOARD ACTIONS

1. Provide a plan and the necessary funding to be our Robert Trent Jones. Sr. golf course back to exemplarily condition. - (Frank Daly to submit to John Viola in a separate letter)
2. Provide vision for golf course i.e. is it an amenity for Ocean Pines residents and guest and accommodating outside play to at least break even and potentially turn a profit or is it a for profit entity with use by Ocean Pines residents when available.
3. Provide a golf communication center within the building addressing the following:
 - Benefits to being a member
 - Display for the OPLGA and OPMGA
 - Upcoming golf tournaments and events

repair/lessons/etc.

- Upcoming community events
- Junior golf announcements and information
- Services provided by the pro shop i.e. golf
- Any other golf announcements.

4. In an effort to increase membership, please review the following recommendations:

- seasonable membership for out of state residents --(6) months @ 75% of current rate
- a (10) round resident coupon book for the owner on @ 10% discount of resident rate - good for (6) months only
- 9 hole early special rate on back nine one weekday for ladies
- 9 hole twilight rate for residents only.

NOTE: Listed above are highlights only of these recommendations.
Have more details to put forth if interested in exploring.

5. Have an Ocean Pines residents appreciation day in the early spring to expose additional people to the Ocean Pines Golf Course and Clubhouse, hopefully increasing their participation.

6. Have a combined OPLGA and OPMGA kick-off and appreciation day in the early spring.

NOTES: The above recommendations are being submitted to hopefully improve membership, increase Ocean Pines resident participation, and improve the overall golfing experience for all golfers.

We understand the COVID situation may play a role in the possible implementation of some of the recommendations.

Our goal is not to run or manage the operation but to try to enhance the golfing experience for all golfers, particularly homeowners and residents. We are trying to accommodate all demographics of Ocean Pines golfers: full time retirees, full time working families, seasonal families, part-time and weekend families, as well as out of state families who own homes in Ocean Pines.

Thank you for your considerations.

Respectfully submitted

Fritz Lahner