

GOLF ADVISORY COMMITTEE  
JUNE 23, 2010 MEETING NOTES

The open Golf Advisory Committee meeting was attended by all nine members: Tim Halligan, Bill Hickey, Bob Kessler, Joe Lynch, Mary McCarthy, Susan Petito, Jim Phipps, Jim Rebel and Frank Ruffo. Also in attendance were Board of Directors members Bill Rakow, Pete Gomsak and Les Purcell.

Tim Halligan opened the meeting at 5:30 PM in the Board Room of the Administration Building.

The agenda included reports and discussions pertaining to:

- Frank Ruffo's presentation on information received concerning two Billy Casper managed golf courses.
- Private Club Associate's proposal
- Last week's presentations from the General Manager, Superintendent/Director of Golf and the Director of Marketing.

Frank Ruffo spoke to the Maryland Regional Manager for Billy Casper Golf about two golf courses owned by Anne Arundel County and managed by Casper: Compass Pointe and Eisenhower golf courses. Compass Pointe is a 36-hole primarily public course that Casper has managed since 2004. The contract is reviewed and the budget is approved by the County annually after an intensive review.

The golf course personnel are Casper employees with responsibilities for operations and maintenance: General Manager (or Director), two Golf Professionals (36 holes), one Marketing person (assisted by a team at the corporate level) and a Maintenance Superintendent with a grounds keeping staff.

According to Casper's Regional Manager, customer service is "the big driver for Casper Golf". Their goal is to keep members and non-members happy and returning.

Frank Ruffo also spoke to the Supervisor for the Anne Arundel County Recreation and Parks Department who is in charge of golf course operations. He reported that the County is "very pleased" with Casper. They also had prior experience with Casper at the Eisenhower course. Compass Pointe was purchased by AA County in 2004 from the original developer. Discounting debt service, the net profit from the course has been nearly \$900,000 over the past three to four years. Casper prepares the budget with County input, review and final approval. Marketing has been extensive and is producing good results. Customer relations are very strong and condition of the course is very good. According to the Supervisor, the Eisenhower course, which also turns a healthy annual profit, is not in as good shape but this is by design: it is public and caters to those who wish to play for as low a cost as possible and are not concerned with appearances.

Tim Halligan announced that Private Club Associates submitted a proposal to do basically what another management company proposed that we implement several years ago.

The Golf Advisory Committee voted, by a majority, to recommend to the Board of Directors to outsource the management of the golf course operations.

Tim Halligan called for a vote to close the meeting citing the personnel provision 11B-111(4)(i). The meeting was closed with a unanimous vote from the Committee.

The meeting was adjourned at 7:20 PM. Our next meeting is scheduled for Monday, July 12, 2010 at 5:30 PM in the Board Room of the Administration Building.