

## GOLF ADVISORY COMMITTEE

### MINUTES OF MEETING

MARCH 28, 2017

**Attendees:** Bob Kessler, Chairman, Olga Novy, Ernie Stiles, Frank Biancaniello, Ginger McGovern, Tom Janasek, Jim Beisler, Tom Herrick, Board Liaison; Absent: Lynch, Davies

OPA Members: Bob Long, Frank Daly, Rob Landis

The Meeting was called to order at 4:00PM by Chairman Kessler

**Golf Financials:** Estimated year end performance is (\$144-\$165K) vs. budgeted (\$133K).

**Golf Round Data:** YTD-26710 rounds; 61% members and residents.

**Golf Membership:** Loss of 8 from 2015-2016.

**Golf Marketing:** Budgeted at \$74k for this year. Olga Novy to contact Marketing Dept. for details.

**Golf Maintenance:** What can members do to help improve course conditions? There have been liability concerns about members working on the course with outside management. Ginger McGovern will contact J. Malinowski to find out what we could do. In prior years member volunteers would perform various tasks on aeration days. Perhaps such an arrangement could work again.

**Tern Grill:** The Golf Course Food & Beverage operation has been run by Golf Course management for the past 6 years. Prior to 2011 the function was under OPA F & B. Revenues saw an annual increase of approximately \$60000 from 2012-2016 over previous years. This success was due to an F & B operation that was focused on the needs of the golfing community with menus designed for quick response and high quality. We understand the synergies possible by grouping all F & B operations under one roof, however, the downside is the potential to lose the value added to the golfing experience by having the Tern Grill under absentee management. A case in point is the difficulty Ms. Novy is experiencing trying to set up food service for the OPLGA (The Ladies Membership) opening day. She has spoken to three different people at the Cove and has been unable to get an answer regarding a suitable menu.

**Recommendation:** Leave day to day management of the Tern Grill under the Director of Golf. This will allow him to effectively respond to the needs of golfers. Much of our revenue comes from package and outside group play. In order to provide for the needs of these players he must be able to respond quickly to requests from packagers and all other outing managers.

**2017/2018 Golf Budget:** OPA will be operating with the budget prepared by Landscapes Unlimited. For analysis purposes, we should compare actual to prior year actual, rather than budget.

**New 2017/2018 Membership Rates and Options:** The Board of Directors has approved reductions in Membership rates and daily round fees. The 30/60 Limited Play option has been reinstated. The fee changes for daily play and the Limited Play Option go into effect April 1, 2017.

**Recommendations:** The Director of Golf should have the flexibility to make special fee arrangements for large groups. (e.g. The Indian River Seniors, et.al.) OPA should publicize the new rates to OPA membership. The effectiveness of communications from and about The Golf Course to the broader OPA family should be improved.

**Building Renovation:** The plan for the upstairs area is conceptual at this point. Final planning and engineering will be completed soon.

**Beisler's Golf Proposal:** This subject was tabled until the current plan is tested and evaluated.

**Other:** Tern Grill opening slated for April 1 may be delayed. (Windows)

**Next Meeting:** April 25, 2017 at 3:00 PM. Location: Administration Building Conference Room

Respectfully submitted,

Jim Beisler

March 29, 2017