

GOLF ADVISORY COMMITTEE

MINUTES OF MEETING

APRIL 25, 2017

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

The Meeting was called to order at 3:00 P.M.

**Golf Financials:** Net Operating at March 31, 2017= \$(207,802) All financial information is available on the OPA Website. Go to [oceanpines.org-ADMINISTRATION-FORMS AND DOCUMENTS-MONTHLY FINANCIALS](http://oceanpines.org-ADMINISTRATION-FORMS AND DOCUMENTS-MONTHLY FINANCIALS)

**OPGC / Local Courses Daily Fee Rates:** Frank Biancaniello has surveyed local courses and provided a comparison list. OPGC rates are generally comparable. Some courses feature bonus plans tied to frequency of play. Also, published rates are not always charged.

**Golf Membership:** OPLGA and OPMGA have opened their memberships to non OPGC members of OPA in a move to increase participation of residents. We have three primary revenue streams, and the contribution of each to 2016 revenues were:

OPGC Members-39.5%, Residents-23%, Outside Players-37.5%

We will develop a list of ideas to increase membership. Bob Long has provided a list of suggestions that The Members' Council have generated in the past, some of which have been tried. The list will be forwarded to Committee members. Trial memberships will be instituted May 1, 2017. Memberships have traditionally run concurrent with the fiscal year. Several years ago, the outside management company changed this practice. The recent practice allowed a membership to start at any time. This has caused some confusion.

**Recommendation:** Reinstitute the practice of fiscal year memberships. Develop a pro rating formula for anyone joining other than May 1.

**Golf Maintenance:** Joe Lynch is asked to take point on maintenance issues for the GAC. Bathroom conditions are deplorable. Tom Herrick noted that green chemicals are a problem. The problem may take some time to fix. We have experienced problems with the automated irrigation system. Watering has been done by hand. Ditches on holes 8 and 9 were cleaned to improve drainage. Presently greens are cut by hand requiring 10+ man hours per cutting. Triplex mowers are in use on two thirds of courses nationwide. Greens can be cut in 4 hours. We are considering purchasing one for our course. New technology has made these mowers more effective and less likely to damage the green surfaces. Bunkers are being redone; front 9 is complete, back 9 underway.

**Tern Grill:** Management of the Tern Grill will be under OPA F & B. Fire suppressant system and kitchen inspections are expected this week. Live entertainment on tap Friday's and Saturday's from 4 to 7 P.M. The use of Golf Gift cards in Tern Grill is undecided.

**Recommendation:** Do away with Gift Cards for OPMGA and OPLGA events if they cannot be used in the Tern Grille. Go to cash prizes.

**Director of Golf:** Issues of interest: Course conditions, plans for the year, customer service

**Other Topics:** Marketing: Packaging ads go to Golf Promoters along the East Coast and as far west as Pittsburgh. We sponsor Resort TV ads; advertise in Eastern Shore Golf Magazine.

**Next Meeting: Tuesday, May 23, 2017 at 3:00 P.M. in the Administration Building Conference Room.**

Respectfully submitted,

Jim Beisler

April 26, 2017