

MINUTES

Beaver Meadow Golf Advisory Committee Meeting
July 15, 2021

In Attendance: Chris Mulleavey (Chair), Dick Holden, Roger Jobin, Nathan Fennessy, Bob Whatmough, Jennifer Kretovic, Fran Hunt, Phil Davis, and Deputy City Manager Brian LeBrun.

Absent: Bob Norton and Linda Matlage.

- 1) **Approval of June Meeting Minutes:** A motion was made and seconded to approve the minutes from the June 17, 2021 meeting. The motion passed with a unanimous vote.
- 2) **Pro Shop Update:**
 - Sales are up. People are still booking fittings and buying merchandise.
 - June rounds were 14%-15% higher than last year.
 - July rounds, to date, are down 30% due to the inclement weather. To date, we are at 1,200 rounds for July as compared to 1,589 last year.
- 3) **Membership Rate Review:** The committee reviewed and discussed the three options proposed for membership rate increases for next year. The increase will go into effect next year; however, there will be a membership drive in the fall whereby current members who lock in at that time will pay the current rate, and new members will pay the new rate with 50% paid in the fall (and can play the remainder of this year) and the balance paid before play next spring. All three of the options proposed are less than comparable area golf courses.

Committee members felt that Option 1 fell in line with the excellent quality of play at Beaver Meadow compared to the other courses. However, there was concern that the increase for Adults under Option 1 would be a big jump for Adults buying for a couple or family, as there is no longer a family membership option. Brian LeBrun suggested that if we go with Option 1, we offer some sort of a discount to those Adults buying memberships for 2+.

Phil Davis suggested going with Option 2, as he feels it will have less shock value and reduces the risk of losing members. Roger Jobin suggested a blending of Options 1 and 2. Deputy City Manager Brian LeBrun noted that it's harder to get new members than to keep existing members. He also noted that we are reaching peak membership and if we increase it too much it will cut into daily fees, which are the course's largest source of revenue.

Dick Holden suggested increasing the Senior rate to \$925. Phil Davis responded that the Senior membership is for Monday-Friday and that they are often displaced by outings, which needed to be considered.

Nathan Fennessy asked if staff had ever considered a membership cap. Phil Davis responded that it is definitely something that could be considered. After further discussion about the matter, it was decided that information would be gathered and the issue would be added to the agenda for the August meeting.

Jennifer Kretovic motioned to propose Option 2 to the City Council, Nathan Fennesy seconded. The motion passed with a unanimous vote.

- 4) **Course Update:** Patrick Lanman has been hired to fill Sid's former position. Pat was unable to attend today's meeting due to priorities on the course, but he will be reaching out to advisory committee members. Staff is excited to have Pat promoted to this position, as he has a great vision and is enthusiastic and customer service oriented. Pat has identified several areas that need to be addressed, one of them being improvement of the bunkers and sand traps. His vision also includes improving the experience at the 18th hole and beautifying the area around the clubhouse. Pat is putting together a cyclical workplan for Phil to review. Pat has a degree in turf management and much golf course experience. Pat has read and understands the USGA Agronomist's report and has taken some ideas from it. Staff is now working to fill Pat's former position.
- 5) **Financial Update:** Deputy City Manager Brian LeBrun provided an overview of the June fiscal year to date financial statements. Revenue YTD from greens fees is at \$486,000, compared to \$366,000 the prior year. Revenue from outings is at \$78,000 versus \$2,700 last year – a huge increase. The bottom line is that the course is \$269,000 to the good, after the deferral of a portion of revenue to FY 2022.

Jennifer Kretovic asked about revenue for cart rentals. Brian LeBrun indicated that cart rentals are up \$100,000 over last year.

- 6) **Other:** Chris Mulleavey asked for an update on repairing the ball dispenser on the course. Phil Davis indicated that they are looking for a new vendor. Phil indicated that there is money in the budget for it.
- 7) **Adjournment:** A motion was made and seconded, and the meeting was adjourned on a unanimous voice vote.