

January 16, 2014
Draft Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Dick Holden
Bob Vachon
Mark Coen
David Croft
Roger Jobin
Bob Norton
Fran Hunt
Bernard "Sid" Chase
David Gill

Members Absent:

Bill Veroneau
Vera Buck
Charles Vanasdalan

Others Attending:

Brian Lebrun

A call to Order

5 Minutes of Public Input

None

Chris asks if there is a motion to approve the Draft minutes from the December 13, 2013 meeting, or any questions about the minutes

Dick moves approval of the minutes from the December 12, 2013 Meeting.

Bob N seconds the motion.

Motion Carries 8-0

2013 Season Finances

As requested Brian LeBrun shares the Financials for the 2013 season

Brian states there are positive signs in revenue.

The Pro Shop grossed \$98,000 netting \$48,000 a 49% profit.

Temp salaries are higher than in the past offset by an \$80,000 reduction in Professional and Technical Services, the fund for the Pro Shop used when Ed operated it. Ed did not pay rent or share revenue.

Brian compliments Julie's purchasing and marketing performance

Mark asks what sold and what the profit centers were.

Sid says without specifics, it was mostly clothing versus clubs and hardware

Mark asks how the fund turned the corner.

Decisions of Advisory?

Work of Dave, Julie and Sid's creative powers?

Bob suggests Julie created a fun environment and the improved course conditions

Dave suggests an improving economy helped

Chris feels the course is headed in the right direction

Concerns?

Brian says 2013 was positive but need to continue to grow game and revenue

Should we celebrate our success?

City issued press releases in August and December that were not picked up.

The Committee thanks Brian for the information provided

Mark asks if David has the organizational chart for Golf Course

David says he will email it

RFPs

Range dispenser RFP is in, only one proposal fortunately from the company we wanted and within our budget

Mark asks if proposal was written too tightly

Sid says no, Doug Ross is very diligent in issuing fair RFPs

Julie Donlon Status

Julie has agreed to come back for the 2014 Season. Julie was offered 2 years but she declined. One year contracts are typical in the industry.

Chris had hoped to get a multi-year agreement to provide some stability for the course.

Ed's Status

David will talk to Ed next week

Roger asks how Ed's position worked out.

David says it was difficult at first for Ed and Julie, but as season went on things got smoother

Bob N thinks Ed handled it well

Julie taught but not as much as she had hoped due to issues detailed earlier regarding the Pro Shop set up and POS problems

Bob N comments that Julie has a great personality and needs to get out more

David says we and Julie recognize this.

RFP Food and Beverage

Staff has finished review of proposals and has selected a vendor. We cannot announce because the contract has not been finalized. We notified Jill at the end of December because she was due to renew her liquor license. Ordinarily nothing would be said until the City was prepared to announce successful proposer.

Brian sat in on the second interview.

Mark asks if we can share background of vendor.

Vendor has over 10 years of restaurant and catering experience and has a contract with another corporate entity in the area.

The dollar part of the proposal was close

Vendor selected offered shared growth

Bob asks if information is available

Yes, after signing

Requests information for next meeting to quell rumors

Not simply a dollars and cents decision

Offered increased growth potential

3 year initial contract

Council will be notified first

Advisory second

Public third

Skating

Not busy yet

Need more publicity that it is open

Have received positive feedback from skaters

It has been a challenge for Parks staff to maintain

Loudon Reciprocal Agreement

Sid has been in talks with Loudon CC to initiate a pilot program with them to offer limited reciprocal playing privileges at each other's course. Simply put 7 day a week members would be eligible for 7 green fees at the other course and would be eligible to play in non-member tournaments. Carts and range would be extra. 5 day a week members would receive 5 green fees. This would be 7 or 5 "visits" not 14 nine hole visits. Membership restrictions would be honored at each course.

This will be a great value to Beaver members. They will be able to go to LCC on busy or outing days, or just for a change venue to play.

After discussion the Committee is enthusiastic about the proposed agreement.

Dave moves that the group support the agreement as presented.

Bob N seconds

Motion passes 9-0

Roger asks who controls the Facebook and Web pages

David

Roger suggests using a Twitter account as a marketing tool and compliments our web and Facebook presence

Trees on #8

Sid got a price of \$2,000 to remove trees and bury or remove stumps. It is not budgeted so there is little chance we can do it.

Mark asks about loggers who do it for free

Sid says the logger will take the trees for free the \$2,000 is to clean up the stumps

Mark asks:

Folks who signed up as fall members, do they know how to complete their purchase?

They have until prior to play to complete their payment. A member letter will go out soon with this and other information

Are Seniors and Senior II's eligible to play in weekend and member tournaments?

Yes if they pay a \$32 green fee

Mark comments that as we move forward with improvements that we not fall into the trap of making the course more difficult to appease low handicap golfers. Higher handicap golfers will not enjoy playing and will not stick with it. We need to make it fun.

Sid reminds Committee he would like to meet with those interested in participating the 5 year Needs and Improvements sub-committee next Tuesday January 21 at 7:30 in the clubhouse

Chris asks if there is a motion to adjourn.

Bob N so Moves.

Roger Seconds,

Motion Carries. 9-0

Meeting is set for February 13, 2014

7:30 AM

Beaver Meadow Clubhouse

Agenda:

Public Input

Approval of Minutes

Course update

5 year Needs and Improvement sub-committee report

Old Business

Meeting Adjourned.