



Town of Barnstable
 BARNSTABLE RECREATION DIVISION
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The Barnstable Golf Committee:
 Terry Duenas – Chairman
 Mary Creighton – Vice Chairman
 Richard Aliberti
 Dan Ginther
 Dave Miller
 Geoff Converse
 Nancy Beauchamp
 John Norman, Town Council Liaison

Golf Committee Meeting
January 10, 2012

Terry Duenas – Chairman	Present
Mary Creighton	Present
Daniel Ginther	Present
Richard Aliberti	Present
Dave Miller	Present
Geoff Converse	Present
Nancy Beauchamp	Present
John Norman – Liaison	Absent
Merry Holoway – Golf Pro	Absent

Roll call: Meeting called to order at 5:32 pm

- Called by Secretary, quorum met

Minutes of December 13, 2011: Motion duly made by Dave Miller seconded by Nancy Beauchamp to table the minutes of December 13, 2011 until the March meeting. Vote: So voted unanimously

(Ongoing email issues revisited. Terry Duenas to send out email to all again. Possible firewall – spam blocking issues. Terry Duenas feels that email addresses are correct.)

Laura Redfield from the Barnstable Enterprise present at the meeting

Old Business

2012 Rates

- Bruce McIntyre attended the December 16th Town Rates public Hearing. There was no public comment on the rates as presented. Town Manager passed all rates as proposed.
- A letter (containing proposed rates) was not sent to the Town Manager prior to the hearing as previously requested by the committee.
- Geoff Converse inquired about group / family discount. There currently is no group rate. This topic can be brought up again at a future date and has been voted on in the past but as of 2012 there is no group rate. Also Junior rates (resident and non-resident) were brought up with reference to school choice. Both of these topics and concerns will be addressed and voted on during rate discussions for 2013.

Food & Beverage Carts

- The Action Town Manager, Tom Lynch, has not received anything from the committee at this point regarding food & beverage carts. The decision on carts is the Town Manager’s decision and he has expressed an interest in sitting down and talking with the committee about it.
- Dan Ginther researched and wrote a letter in October 2011 for the Town Manager. The committee voted to move forward on this and send the letter in October 2011 but letter was not sent.

- Terry Duenas appointed Dan Ginther as the lead on Food & Beverage carts subcommittee. Dan Ginther to set up a meeting for the subcommittee to meet with the Acting Town Manager.
- Food & Beverage Subcommittee members; Dan Ginther (chair), Geoff Converse & Dave Miller.

**Appointment of New Officers*

- To be added onto March 13th golf committee meeting agenda.
- New Officers to be voted on; including Chair position.

Committee Reports

New Junior Activity 'Standing Committee' was formed

- Dick Aliberti & Dave Miller are on this standing committee.
- Committee to address all Junior related topics; First Tee, Junior Members, High School girls & boys.

Food & Beverage 'Standing Committee' also formed this date

- Dan Ginther, Geoff Converse & Dave Miller

**Committee & Subcommittee clarification as March agenda item*

Brick Project Update

Dan Ginther reporting: The bricks are here - 567 bricks purchased. Bricks to be etched in Canton with a 2-3week turn around. Chris White has prepared the space for the bricks. It was difficult to find a local brick company. Dan Ginther issued a personal check for the bricks to be reimbursed.

- Benefits of the brick project include;
 - A new walk way to putting green.
 - Member association will profit \$20.00 per brick sold – 55 committed at this time.
 - Dave Miller to make a motion at the Members Association meeting that the profits of the Brick Project go to the scholarship fund.
- Front end loader to move the remaining bricks from the circle to storage.
- Additional expenses for the Brick Project; sand and 4 rail road ties.

Marketing Committee

Dan Ginther reporting: Facebook still in the works. Email blasts will be a great marketing tool.

- Per Bruce McIntyre reported that Olde Barnstable course does have a Facebook page. There will be one for Hyannis as well.
 - All advertising moving forward will have the FB logo/icon
 - Daily email blasts and daily FB updates for both FB sites
 - Learning curve at the moment but moving forward in real time
 - Goal to have 3,000 people signed up with the FB sites
- Uniformity in educating staff was a concern. Nancy Beauchamp proposed a Standard Operating procedure manual, to get everyone on the same page with the same knowledge. Including marketing tools such as replay rates.
- Bartering discussed in regards to advertising. Bruce stated the results have not been all positive, but it is an option if approached the right way.
- Also Marketing in the past tended to lean towards the clubhouse and will be shifting more towards emphasizing the golf courses themselves.
- Hotel brochures.
- Huge email campaign cannot come from the Town due to firewall issues. Would have to use a third party entity or a personal computer. Any emails received have been sent from Merry Holoway's personal computer. It has been discussed that a laptop should be purchased for these purposes.

Finance Committee

Dave Miller reporting: Looking for creative financing ideas because there are major projects that need to be done including bunker work, Hyannis irrigation, cart barns. These projects will not be coming from the operating budget.

- Dave Miller would like to have a meeting with Lisa and Bruce in the next month to discuss how to raise money for these necessary projects. General fund is a last resort for funding. Would like to be self sufficient.

New Business

- Motion made by Mary Creighton to cancel the February 14, 2012 Golf Committee meeting. Motion seconded by Nancy Beauchamp. Accepted unanimously. Next meeting to be held Tuesday, March 13, 2012.

Manager's Report

Bruce McIntyre reporting:

- Staffing considerations; Bruce McIntyre accepted position of Director of Golf Operations on January 4, 2012.
- Interviews are ongoing for a second Pro position. Bruce McIntyre, Merry Holoway, Teddy Cunningham interviewed round one of interviewees today. Several people will be called back for a second interview. The goal is to have a person hired by early February.
 - The Emphasis of interviews was heavily on marketing, social networking, tournament and outing experience and customer service. This person will be the Golf Pro at the Hyannis Golf Course. Looking for a strong leader with good energy. 7 interviewed at this point. There were 19 applicants in all.
 - The two pros will work together and essentially be on the same level but the new hire will be at Hyannis. Looking for Pro to bring their experience to us.
 - Concerns voiced by the committee were as follows; Would like to see uniform procedures for both Pros/Courses, Make sure the Pros are doing Pro work – talking to the people, out on the course, teaching lessons and not an inside manager or clerk doing just clerical work. Bruce reiterated that the Pro hopes of the committee are the goals for the Pros.
 - The new Pro will also free Merry up from going back and forth to both courses. Both will need to fix, change and improve current situations as well as be out on the course.
 - Dick Aliberti asked about Junior Golf programs. Bruce answered that each applicant had experience with that facet of golf.
- The golf cart lease contract was finalized for Hyannis. The contract was awarded to Five Star Leasing – 5 year lease on the golf carts. We will get the new golf carts by April 1st. This vendor added extra accessories on the cart and vehicles maintenance uses. Food & Beverage carts are separate and would be a different vendor.

Additional Comments and Questions from the Committee regarding Finance Report:

- Nancy Beauchamp inquired about restaurant rent at Hyannis. The restaurant owner overpays his rent in advance so some months it shows that he does not pay because it is listed on the budget every month. Nancy Beauchamp would like that line item changed to reflect the actual rent received each month.
- Olde Barnstable budget is down 12%. Hyannis is down about 14%. The committee requested more realism in the budget. Bruce affirms that a more realistic budget will be occurring in the future. The goal is to be + 2.7% or more not down.
- Dick Aliberti brought up the issue of a reserve. Specifically will the town look at it like we don't need as much money – if we have a reserve of money?
- Bruce McIntyre stated the Town will not increase the administrative staff unless and until we have an over flow of money.
- Dave Miller brought up the \$230,000.00 debt encumbrances. Are we paying this back? Bruce states 'Yes, absolutely'. \$50,000.00 a year which we are suppose to be paying back to the land bank. They were cut a break on the administrative support fees as well as the land bank.
- December greens fees collected – clarifications made by Bruce McIntyre. Member vs. Nonmember rates and varying time of day of play were the focus of this discussion. So many variables enter into play. Average rate of play at Hyannis is \$40.00.
- Bruce McIntyre invited Dan Ginther to come to Hyannis and review the finances with him for clarification of numbers and accuracy.
- Mary sent a thank you card and picture to Joey of the 18th Tee

Meeting adjourned at 6:46 pm

Next meeting is Tuesday March 13, 2012

Respectfully submitted
Stacey Peacock
Recording Secretary

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