



The Town of Barnstable

Office of Community Services

367 Main Street, Hyannis, MA 02601
Lynne M. Poyant, Director
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Barnstable Golf (Olde Barnstable Fairgrounds and Hyannis Golf Course) 508-362-2606
Hyannis Youth & Community Center: 508-790-6345
Recreation: 508-790-6345

Marine & Environmental Affairs: 508-790-6272
Senior Services: 508-862-4750
Veteran's Service: 508-778-8740
Youth Services : 508-790-6345

GOLF COMMITTEE MINUTES January 8, 2013

Meeting called to order at 5:33pm

Roll Call: David Miller present
Richard Aliberti present
Nancy Beauchamp present
Geoffrey Converse absent
Mary Creighton absent
Terry Duenas present
Daniel Ginther present
Also present: Bruce McIntyre – Director of Golf Operations

Motion duly made by Richard Aliberti, seconded by Daniel Ginther to approve the minutes of December 11, 2012 as amended
Vote: Aye: Miller, Aliberti, Beauchamp, Ginther
Abstain: Duenas

Minutes approved

Opening Public Comment - *none*

Old Business

Refreshment / Vendor Carts

- Dave Miller requests input from vendors (Ian Philbrick – OBF, Scott Allen and Dan Keefe – Hyannis) about providing the service; if it is wanted; what the parameters would be; what the availability would be; and what concerns they have, if any
- Ian Philbrick
 - * Exciting opportunity; potential revenue booster; efficiency
 - * Concerns include staffing, hours - availability of cart on course between peak and non-peak times; serving sandwiches, snacks, cold beverages, soft drinks, select beer, some liquor
 - * Suggests the possibility of June, July and August on a part time basis with hours of 10-4, and additionally during tournaments; not necessarily during weekday group plays; additional discretion during additional peak times
- Dan Keefe
 - * Agrees with Ian Philbrick regarding hours of operation and staffing, requires Safe-Serv certification
 - * Cart contents would include beverages including beer and hard beverages, sandwiches, crackers, chips, grab and go snacks, etc.
 - * Requests clarification from Committee regarding expectations of availability, service and provisions
 - * Identifies hard costs associated with the cart
 - * Concerns include: effect of sales inside from providing the service outside; service during shoulder times; cart path; difference of demographics between OBF and Hyannis

- * Cart lease options reviewed
- Member comments include
 - * Change in law permitting alcoholic beverages on public golf courses and the enforcement of golfers bringing their own alcoholic beverages onto the courses
 - * Prefer to not have committee impose rules
 - * Goal is to enhance the golfer's all-around experience and compliment existing services and increase events
 - * Possibility of tracking revenue increase and course usage increases; it is the intent of the committee to encourage the service in an appropriate and profitable manner
 - * Fixed vs. mobile services on the courses
- Bruce McIntyre researched several other Cape Municipal courses; all of which have hospitality carts which verifies that OBF and Hyannis are lacking in a competitive service
- Nancy Beauchamp suggests to vendors that marketing would increase business; i.e. offer discounts, coupons, flyers, etc. to encourage patronage to the restaurants
- Both vendors could / should view the tee sheets ahead of time and match this with cart usage potentials
- Changes to existing liquor license discussed
- Bruce McIntyre will provide data and information to Lynne Poyant, Director of Community Services regarding the next steps in the process; Committee had forwarded a letter in the past voicing unanimous approval; further discussion with Town officials outlining expectations would need to take place; vendor input required as well

Marketing Committee Report

Town Tournament

- Cape Cod Open scheduled for May 29 & 30; no sponsorship information available
- Suggested that the scholarship tournament remain for members only at this time; changes would then be implemented for 2014 calendar

Pro Shop Space / Restaurants

- Suggest expanding table seating to the outer foyer area, away from tv viewers; would require capital investment review; space is also used for general gathering and conversation
- Hyannis snack bar needs to be open; this is a recognized issue
- It is necessary for the existing office area at OBF needs to remain as office space

Timely Information on Web Page

- Concerns raised regarding information being posted in a timely fashion to the web page; addressed thru Bruce McIntyre who clarifies that there are a multitude of postings submitted to the IT department on a daily basis and that postings are processed as expeditiously as possible; Dan Ginther inquires as to how Golf could be assigned their own web site; discussion planned to take place with the Director of Community Services and it is recognized that some entities need to promote their events to remain competitive
- Suggest inviting IT to a committee meeting
- Further discussion needed
- Members request a letter be to the Director of Community Services drafted by Nancy Beauchamp strongly urging the two courses have timely information, increase social media presence; letter to be reviewed at the next committee meeting

Manager / Superintendent Report

Provided by Bruce McIntyre, Director of Golf Operations

- Principal Division Assistant position vacant due to the retirement of Dave Jones; position has been posted and is in the process of being filled
- Pro shop staff is in the process of upgrading public areas; painting, wall fixtures, etc.
- Member survey almost complete and will be sent out shortly; survey will include lighting costs as well
- Maintenance staff performing winter equipment servicing; outdoor work in process as well

- Weather is good; hoping snow melt accelerates to provide winter golfing; driving range is open
- Facebook and other social media avenues being utilized
- Review of surplus funding and state recognized allocation of membership fees; Town Council approved \$40k for the purchase of 2 mowers; moving toward utilizing \$30k for a feasibility study
- Staff members will be visiting local hotels / motels for meet-and-greets to further stimulate business
- Additional tournament of 125 golfers booked
- Golf appreciation day: approximately thirty (30) invitations sent of which about twelve (12) attended the event
- Range lighting: contact maintained with NStar; status reviewed; some existing infrastructure in place; anticipate more updates to be available at the February committee meeting
- A few paths are in need of attention / repair; identified as difficult for a hospitality cart to maneuver through; to be addressed when grounds dry out more

February agenda to include review of letter and previous financial reports

Closing Public Comment

* Mary Aliberti requests the potential installation of a flood light at / near the entrance of Hyannis

Motion duly made by Terry Duenas, seconded by Nancy Beauchamp to adjourn

Meeting adjourned at 6:57pm

Next Golf Committee meeting scheduled for Tuesday, February 12, 2013 at Hyannis Golf Course, 5:30pm

Respectfully submitted

Theresa M. Santos

Recording Secretary

Public files are available for viewing during normal business hours

** Further detail may be obtained by viewing the video via Channel 18 on demand at <http://www.town.barnstable.ma.us> **