

GMCC
#324

GOLF MANAGEMENT and OPERATIONAL COMMITTEE
ACUSHNET, MA.
Minutes of meeting held September 21, 2017 at Town Hall

Attendees: Manny Goulart, Bob Ferreira, John Abaray, David Flynn, and Ed Isaac.
Guests: Steve Tibbels, Dana Przybyszewski

1. Motion was made at 4:30 PM by Bob Ferreira, seconded by John Abaray, to open meeting.
2. Motion was made by Bob Ferreira, seconded by John Abaray, to accept meeting minutes of 8/23/17; vote was unanimous to accept motion.
3. Under Old Business, Dana informed Committee that FY2017 results have not yet been completed.
4. Under Old Business, Dana presented FY2018 YTD rounds/revenue (attachment A).
5. Under Old Business, Committee reviewed status reports (attachments B, C) submitted by Dana and Steve:
 - a) Dana reported that 221 rounds (\$9144 revenue) have been booked through GolfNow in 6 weeks.
 - b) Irrigation system scheduled to be blown out on Nov. 2.
 - c) Turf Cloud maintenance system is operational.
6. Under New Business, Dana and Steve presented options for ranger coverage. No cost analysis was presented; no action was taken.
7. Under New Business, Steve reported that the Irrigation expense is expected to exceed current balance of \$1,926. No action was taken.
8. Next scheduled meeting is Thursday, October 19, 2017 at 4:30 PM at Town Hall.
9. Motion made at 5:50 PM by Bob Ferreira, seconded by John Abaray, to adjourn meeting; vote was unanimous to accept motion.

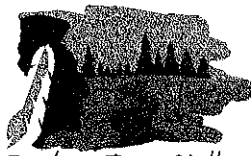
E. Isaac 9/26/17

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FY18 PLAN	JULY	AUG.	SEPT.	OCT.	NOV.	APRIL	MAY	JUNE	TOTAL	YTD
	5336	5792	4012	2881	953	1898	4430	5055	30,357	\$ 11,128
GreenFee	\$166,454	\$186,726	\$131,469	\$90,971	\$30,269	\$62,388	\$145,691	\$166,162	\$980,130	\$ 353,180
Passholds	\$3,957	\$6,955	\$4,627	\$9,530	\$1,100	\$56,340	\$13,501	\$7,315	\$103,325	\$ 10,912
Carts	\$14,096	\$16,512	\$9,867	\$5,231	\$493	\$6,126	\$13,201	\$14,895	\$80,421	\$ 30,608
Range	\$1,796	\$2,114	\$1,102	\$986	\$250	\$820	\$1,632	\$1,702	\$10,402	\$ 3,910
ProShop	\$5,077	\$6,711	\$3,670	\$4,317	\$1,846	\$3,361	\$6,206	\$4,359	\$35,547	\$ 11,788
Food/Bev.	\$20,831	\$23,618	\$20,840	\$9,678	\$1,726	\$5,985	\$14,695	\$27,454	\$124,827	\$ 44,449
Revenue	\$212,211	\$242,636	\$171,575	\$120,713	\$35,684	\$135,020	\$194,926	\$221,887	\$1,334,652	\$ 454,847

FY18 Actual	JULY	AUG.	SEPT.	OCT.	NOV.	APRIL	MAY	JUNE	YTD
	5493	6006							11499
GreenFee	174833	196555							371388 \$
Passholds	9206	6516							15722 \$
Carts	23450	15890							39341 \$
Range	1778	2134							3912 \$
ProShop	6205	5627							11833 \$
Food/Bev.	21337	28809							50146 \$
Revenue	\$236,810	\$255,532	\$0	\$0	\$0	\$0	\$0	\$0	\$ 492,341

[illegible]



Acushnet River Valley
685 Main Street, Acushnet MA 02743
Tel. 508-985-0047

A. B.

Golf Course Maintenance Agenda

Golf Management & Operations Committee Meeting

Thursday 21 September 2017

4:30 pm Town Hall Finance Committee Meeting Room
122 Main Street Acushnet MA

A/. Course Conditioning:

- Aeration Update:
 - Greens aeration was completed Monday 18 September (5:30 am to 6:30 pm).
 - ✓ Deep tine aeration as well as ¼ inch hollow tine aeration
 - ✓ Wet conditions slowed both processes
 - ✓ Continued wet weather has delayed top dressing
 - Tees
 - ✓ All tees have been verti cut.
 - ✓ Solid tine aeration will take place the week of 25 September
- Tees
 - Tees on holes 3, 4, 5, and 18 are recovering well and filling in from overseeding
 - Irrigation upgrades – Conversion assembly, which allows one to change the angle of water distribution, could assist in resolving water distribution on select tees and will save money as well.

B/. Old Business:

- Update on Existing Equipment:
 - Sprayer: failure of automatic breaking system (9/14) – part had to be sent out for repairs
 - Jacobsen GP 400 greens mower: head gasket failure and hydraulic leak
 - Toro Utility Vehicle: starter needs to be replaced
 - Debris Blower: operating at about 75% of capacity
- Storage Container:
 - New vs. Used
 - Rent vs. Purchase
- Turf Cloud
 - Turf Cloud: Operational and has proved to be very useful
- Vandalism:
 - Damage to greens this past weekend: divots taken out of the 4th, 8th, 13th & 17th greens
 - Parking lot trash can run over and destroyed
 - Cart damage to 9th & 14th fairways – carts doing donuts and locking breaks
 - in fairway.

C/. New Business:

- Budget: Irrigation line item: Expended to date = \$2,074.00 Balance - \$1,926.00

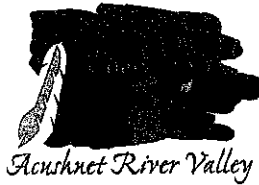
➤ Rangers

- 1) Most slow play, as well as vandalism, occurs after 10:00 am on both weekdays and weekends. The exceptions to this are Wednesday and Tuesday mornings, and when we have early morning outings with shotgun starts at 8:30 or 9:00 am.
- 2) The Ranger program would start in April or May (approximately 1 week prior to Memorial Day) depending on the weather and pace of business. The program would conclude in the middle of October (the week after Columbus Day).
- 3) Proposed Schedule:
 - a. 2 shifts: 1st = 10:00 am to 2:00 pm, 2nd = 2:00 pm to 6:30 pm (exact time for end of shift would depend on time of year, daylight savings, and official closing time).
 - b. Monday through Friday: 1st shift would require only one person unless there was an outing scheduled. Two people should be scheduled for days with outings.
 - c. Monday through Friday: 2nd shift – would require 1 person on Mondays, 2 people if there is an outing. Tuesday through Friday: 2 people due to busy league play, high school play and overflow from late morning, early afternoon tee times.
 - d. Saturday and Sundays: Both 1st and 2nd shifts should have 2 people. 1 for each side of the course.
 - e. If there is down time, Rangers could pick driving range, wash range balls, police driving range, pick balls out of woods, wash golf carts, clean tables under tent and on deck, blow out debris from under the tent, or perform any other task needing attention

D/. Next Meeting: Date -

Time -

Location --



685 Main Street, Acushnet MA 02743
Tel. 508-998-7777

Golf Course Operations Agenda
Golf Management & Operations Committee Meeting
Thursday July 27, 2017
685 Main Street Acushnet MA

A/. Forecast-Sales

Forecasted sales August 242k we achieved 255k we experienced a great August. We are beating forecast by approx. 37k and 2017 actuals by 63k. These numbers include the credit card charges usually requires us to take 20k from our current revenues this year they were incorporated into the budget process. September is Hurricane month as we have experienced, we are anticipating our first storm this week it may impact sales as it is predicted 100% chance of rain on everyone's cell phones. This usually results in little revenue. Thus far for the month we are ahead of last year's sales which totaled 176k compared to our forecast for this September of 171k. It will depend on the weather for the remainder of this month.

B/. Operations update

We processed the majority of the outings for the season with limited staff this past month (end of Aug through September.) I applaud the effort of our current staff as they have all been hands on learning new job tasks being trained in new areas to accommodate our schedule of events and service all customers to highest levels possible. As discussed in the previous meeting regarding rangers, I had already put on a weekend ranger since the beginning of the season. It assists us in maintaining a pace of play in order to get our events off in timely fashion as we are contracted. It also assists in keeping players responsible while they enjoy their round of golf.

Operations staff installed a temporary fence coming off the 9th hole customers continue to race carts through the ropes weekly. We figured a few pieces of timber might deter this behavior, permanent resolution needs to be implemented.

New Accident Policy – we have experienced a few falls and a golf ball accident in the past few weeks all have been reported and town hall has been issued copies for all incidents occurred.

Telephone review – I finally made contact with CGS they contacted a third party to come and review our phone system, however cancelled the appointment and haven't been able to connect for reschedule. I will continue until resolved.

We are scheduling events for next year already getting some new events, a few missed opportunities due to no banquet facilities. Many customers stating this season that we need a facility to offer a nice place for lunch. We hear this the most often besides we have a great golf course – “only thing missing is a place to eat”

As previously stated: we are experiencing great success with our Fall advertising

programs are in effect we are involved still in the WHJY punch card receiving airtime weekly all summer and fall months throughout the season. We are seeing a lot of new Rhode Islanders trying out the course stating how great it was and that we are now on their list of places to play. We are also participating in the WEEI sports radio throughout the fall promoting our BUY (GET NINE FREE ON WEEKENDS after 1pm. We are also in the NEW ENGLAND GOLFING GUIDE with the free cart coupon. This will assist in filling in some weekday rounds.

GOLFNOW – The Golf Now promotions are catching on we are seeing more new faces reserving times through golf now taking advantage of exclusive GOLF NOW promotions I created to entice off peak fall play. It is a successful campaign thus far. Incredibly flexible and fast to implement as well as great exposure to new market potential with no obligations.

We recently met with GOLF NOW & Implemented it Golf Now trade time is at 11:30. There program algorithm is set to price it at no more than a 30% discount to the surrounding hour of tee times. We implanted additional Golf Now online specials for weekdays at 11-12 for \$44 dollars and Weekends from 11-1pm for \$47 which is essentially a free cart as we head into twilight at \$35 at 2pm. I have also created an NFL SUNDAY special to kickoff on 9/11 offering \$30 green fees at 1pm GOLFNOW. Golf now will supply reports after we run our test program this fall to see if it supplements our current marketing goals in expanding our market share and increasing revenue through their popularity. We receive their booked tee times with price points to accommodate all of these specials and ensure there is no confusion in the execution at our end.

Reminder: