



**Town of Barnstable**  
BARNSTABLE RECREATION DIVISION  
Lynne Poyant  
141 Bassett Lane  
Hyannis, MA 02601  
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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

**MINUTES**  
**August 9, 2011**

**Members Present:** Terry Duenas – Chair, Mary Creighton, Daniel Ginther, Dave Miller, Geoff Converse, and Nancy Beauchamp  
**Members Absent:** Richard Aliberti and Town Council Liaison – John Norman

Roll call, quorum has been met, meeting called to order at 5:30pm

Minutes from July 14, 2011

**Motion duly made by Geoff Converse, seconded by Dan Ginther to approve the minutes of July 14, 2011 as submitted**

**Vote: So voted unanimously**

**Opening Public comment:** none

**Old Business**

**Marketing Committee:**

Update provided by Dan Ginther

- Website: no new information
- In communication with Lynne Poyant who has requested guidance from the Legal Department regarding committee minutes; awaiting resolution on website updates, Facebook advertising; expecting update to be available at the September meeting; Lynne Poyant to be meeting with Merry Holway to discuss same issues

**Brick Project**

Update provided by Dan Ginther

- Spoke with Mike Gerling who will be sending a memo to members association; updates to be provided back to Dan accordingly
- Mary Creighton asks if the Golf Department could facilitate an email blast as well; Bruce McIntyre requests the information be forwarded to his department and they will proceed

**Update on First Tee Program** – no report available

**New Business**

Manager / Superintendent Report provided by Bruce McIntyre

- Overall, July was a strong month
- On a projection of @\$226,800; came in at \$225,500 which was slightly below projection / budget; constituted 99.4% of budgeted monthly income which is a 9% increase over last July
- Hyannis came in at 85.6% of projection at \$159,900 (on a budget of \$186,000), compared to 2010 which came in at \$171,000; bulk of which \$20k was from greens fees followed by \$7,600 in cart fees
- Affects at Hyannis included a loss of two (2) large groups from the previous year; First Tee check in the amount of \$5k was applied to FY11 instead of FY12
- Number of rounds / revenues from both courses reviewed

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- Status for month of August reviewed, including slow start and weather
- Concessionaire rent due as well; Bruce McIntyre states no previous issues regarding rents; business is struggling

Discussion:

- Dan Ginther speaks to declining revenues / struggling economy over the past several years; identifies the need to maintain ideal courses which keeps recurrent players and attracts new players as well; marketing of both courses needs to be increased
- FY13 budget forecasting/planning begins in September; inclusive of fee hearings, outing planning, marketing, etc.
- Website improvements needed, and soon; navigation is difficult and discouraging
- Marketing: important for management to understand the crucial need for increased marketing to assist in revenue increase; marketing committee to develop a 'package' and present it to Lynne Poyant and then to Town Council for review, approval and implementation; members agree this is a key move, however, no action has been taken for improvement as of yet
- Food carts: members have been speaking to the need for this to be implemented to increase revenue in several areas; tournaments rely on this amenity;
- Expenses vs. revenue discussed
- Hyannis course needs to be 're-invented' and marketed appropriately
- Outreach to golf group organizers discussed; attendance at golf shows
- Charitable events; Town is limited on number of charitable events
- Increase other marketing tools; increase advertising; Cape Cod Open; research; marketing at other courses; focus on growth and change; create an added value that does not create an added expense; distribution of literature
- Connect with the Chamber of Commerce and utilize their email distribution list
- Improve the group booking experience; improve the entire on-line experience
- Explore the use of surveys

Maintenance

- Both courses in decent shape; some disease is prevalent; aerating and top dressing healing will take place
- Bunkers need work; poor conditions relate to non-repetitive players
- 21 bunkers have been edged and sand filled; insufficient funding continues to be an issue; staffing shortages have an effect on maintenance as well
- Maintenance area at OBF has received recent improvements
- Greens aeration to take place at the end of August; minimizing course closure is key; aerating tees and fairways will follow
- Second fairway mower in place at OBF

Pro Shop Updated

- Provided by Bruce McIntyre
- Upcoming tournaments reviewed
- Water bottles were provided to players on exceedingly hot days at no charge to players
- Cart contracts approaching; suggest adding signage/literature on front of carts = additional marketing

Future agenda items to include:

- rate discussion; budget / fee structure
- tournaments
- invite Lynne Poyant to the next Golf Committee meeting

Public Comment - none

Motion duly made by Nancy Beauchamp, seconded by Dave Miller to adjourn

Meeting adjourned at 6:54pm

Respectfully submitted  
Theresa M. Santos

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Recording Secretary

APPROVED