



**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

**Special Meeting of the Golf Committee**  
**October 25, 2011**

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

Roll call

- Called by Secretary, quorum met  
 Meeting called to order at 5:30pm

Review of 2012 Proposed Rates

- Bruce McIntyre Presentation on the Proposed 2012 fee schedule
  - The proposed 2012 fees were developed by the management Staff which includes Bruce McIntyre, Merry Holway Head Golf Professional, Chris White Interim Director of Golf Maintenance, and Lisa Peterson. All worked collectively on to create proposal.
  - Conservative approach to rate and fee increases due to poor economy and in general golf is in decline in regard to participation and popularity.
  - Keep fees competitive and affordable across the board increases wouldn't be prudent in the short term
  - Both courses need signification capital improvements but at this time idea is to keep status quo
  - Small projects will still be accomplished in the frame work of this fee plan
  - Fee increases will not effect residents players but out of town players will see small increases
  - Next year golf courses will start a more aggressive marketing and advertising campaign.
  - Additional revenues will come from a 5 dollar increase on non resident greens fees during peak time only
  - Went up from \$61.00 to \$66.00 dollars from 8 a.m. to 10 a.m. on weekends and 8 a.m. to 1 p.m. during the peak season
  - Potential for 50 to 60 thousand dollars of new revenue from this increase.
  - Additional revenue from early membership drive first time resident and non resident players can join now for 2012 and play for the remainder of the year.
  - Additional revenue from a new annual membership; a non resident junior student annual pass
  - End game for the proposed 2012 fee schedule is affordability, sustainability, and profitability.

Committee response to the Proposed 2012 fee rates

- Terry Duenas feels the proposal is real solid, the increases make sense, happy that the annual adult pass is staying at the same cost;

- Dan Ginther There are decreases in number of members, rounds played, and greens fees and it would be beneficial to be different and slightly less than other courses on cape. With fee increase we are over pricing ourselves out of the market. Also wants to know why the courses charge different rates.
- Richard Aliberti Overall a great job, no qualms about price the course is charging for next year; wants the committee to consider reinstating the punch card service but for senior citizens in the future.
- Dave Miller Commends the staff for the great condition of the courses; wanted to increase the rates to maintain and enhance the courses but big projects need a lot of money to fix committee should consider alternatives to get money into the enterprise fund.
- Geoff Converse fee structure is reasonable to a point cannot compete with courses that give discount to small groups of 8 or 12 players.
- Mary Creighton small projects not big projects can be completed based on the rates; there is a difference between Old Barnstable and Hyannis at Hyannis on the weekend you must pay for a golf cart.

#### Response to Committee Comments by Golf Management

- Town is charging less than what other courses charge at peak times and the fee increase during the peak hours will bring the town's rates in line with other courses
- More fee players want to play old Barnstable over Hyannis.
- Memberships are up at Barnstable Golf last year at this time we had 1,043 and this year we currently have 1,095.
- Golf management is open to discuss the potential of Richard Aliberti's punch card idea for seniors

#### Committee Discussion

Terry Duenas there is a direct correlation between the playability and enjoyment of a course, and the number of day rate payers.

Dan Ginther both courses are equally playable and enjoyable and in good condition. Wants to know what the other towns on the cape are doing with the rates for next year.

Geoff Converse should not set rates based on what other towns are doing

Nancy Beauchamp Marketing on social networks and updates of the websites are part of a good marketing plan holding the rates the same to what they were last year should be what we do. Not the time to make wide sweeping changes to the rates.

#### Public Comment

- Brian Conway Biggest drawing card for people to play at Barnstable is the golf course
- Michael Gerling President of the Members Association asks management staff to continue to look where more revenue can be made; consider a weekday membership rate; or push for special low rates during down times.
- Laurie Bazydlo conditions of courses are great, supply and demand determines price and there is more demand for Old Barnstable which justifies a slightly higher price.
- Bruce Wheeler commends staff on two courses; why the lack of discussion on Plymouth courses.

**Motion duly made by Dick Aliberti, seconded by Terry Duenas to accept the 2012 fee proposal in favor 6 opposed 1**

Meeting adjourned at 6:30pm

Respectfully submitted  
Kevin P. Friel  
Recording Secretary