



**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**  
**October 11, 2011**

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

Roll call

- Called by Secretary, quorum met

Meeting called to order at 5:32 pm

Minutes of September 13, 2011

**Motion duly made by Richard Aliberti, seconded by Daniel Ginther to approve the minutes of September 13, 2011 as amended**

**Vote: So voted unanimously**

Minutes of August 9, 2011

**Motion duly made by Mary Creightoni, seconded by Daniel Ginther to approve the minutes of August 9, 2011 as amended**

**Vote: So voted unanimously**

Public comment – Postponed by public request until after 2012 rate proposal

Old Business

Food & Beverage Carts

- Clarification of emails containing discussion materials were discussed in regards to public meeting law.
- Letter drafted by Dan Ginther, to Town Council & the Town Manager, was presented. The letter is on the behalf of the golf committee and is brought forth as a unanimous proposal by the committee seeking approval of food & beverage carts. The letter includes the following;
  - \* Unanimity of the Committee seeking approval of food & beverage carts to include alcoholic beverages.
  - \* Includes link to strict National guidelines in regards to food & beverage carts.
  - \* Sites MA law in regards to the same. We are the 49<sup>th</sup> state to adopt this amendment.
  - \* Hyannis GC food & beverage cart contract is up for renewal – good time to have vendors to include alcoholic beverages as part of their proposed bids.
- Dan Ginther and Bruce McIntyre have been discussing the various considerations and ramifications of this undertaking.

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- Bruce McIntyre states two vendors have been approached regarding this venture and both are interested.
- Bruce McIntyre also states that this venture is far from fruition however, the interim Town Manager, Tom Lynch is considering all aspects of the food & beverage carts and has appointed an employee from the regulatory department to extensively look into what other towns have done. In the discussion & research stages, nothing formal submitted at this time.
- It is Bruce's belief that if the food & beverage cart is accepted by the town The Town of Barnstable will be hands off of this endeavor. It will be up to the Vendors to procure their own carts.
- Nancy Beauchamp brought up vendor liability and insurance issues. Bruce affirmed that this has been discussed with the vendors.
- **Motion duly made by Dave Miller, seconded by Nancy Beauchamp to accept Dan Ginther's letter to procure food & beverage carts to include alcoholic beverages. Accepted letter to be sent to the Interim Town Manager on behalf of the entire committee as a formal proposal of the same.**
- **Vote: So voted unanimously**

#### Marketing Committee

- Bruce McIntyre stating the Ads are a work in progress. Have been changed again to include the current specials. Was originally trying to cover all our bases but has been paired back a bit.
- Bruce McIntyre reporting on specials; \$49 Monday – Thursday special at Hyannis GC has been well received by the public. New first time membership drive has yielded 16 new members (50/50 resident - nonresident.)

#### Brick Project

- Dan Ginther reporting 33 bricks purchased and another 3 in mail/emails regarding the same.
- Ready to start. Getting palette of bricks delivered later this week. The design to be decided at this time.
- Using the walkway down to the putting green. Actual design to be worked on by Dan & Chris at the time of delivery.

#### Proposed Rate Discussion for 2012 - Presented by Bruce McIntyre

- Proposed rates have been shared with Lynne Poyant verbally but the formal proposal has not been submitted at this time.
- Consensus of the golf courses was that it is not a good idea, in this economy, to raise rates. Made adjustments according to the rates of our competitors on in the geographic area.
- Tried to come up with numbers that would equate with the same budget we are operating on now. The courses felt that Ad specials were a better way to go to increase revenue than increasing the rates in this economy.
- Discussion on Junior memberships; ours are more expensive than others but were looking at what other sports and activities cost for Juniors. Due to this our rates are a bargain.
- Proposed increases: Greens fees - \$5 increase during prime time months. Mid afternoon hour rates are changed from 1-3 to 1-4. Added active military discount 10% off fees and services. Twilight \$30 both courses and would start at 3 instead of 4. Golf pro \$5 increase for ½ hour lesson.
- These proposed rates will keep us at a status quo with the current budget.
- Considerations and concerns raised by the committee include; allowance for course upgrades and equipment repairs and replacement, even on great months are we achieving our numbers? Are we setting the monthly and annual goals too high to be achieved?
- Further discussion; Terry Duenas stated that we have to set the budget high as we can only spend to the cap of the budget. Bruce remarked that we also have to live within our means – Where could we cut? – We can decrease the budget but would also have to decrease expenses.
- Looking into restructuring and eliminating positions / fine tuning, seasonal business can we get by with less people? Old Barnstable will be closed for the winter.
- Dan Ginther commented that as an economic trend pretty much all courses are down revenue. Discussion on non-pass holders getting a weekly rate, replay rates to generate additional income and fill the courses, driving range fees; discussion on adding a mini bucket for \$3. Bruce stated small buckets researched and Merry Holoway adamant on not doing it. It was also proposed having a flat group rate for the range. Greens fees of \$30 at Hyannis GC and \$50 at Olde Barnstable GC were discussed and determined to be average.
- This years course upgrades were seen in a favorable light by the committee. Based on the proposed rates and budget numbers (based on this years budget) any further upgrades may be slow and on a month to month, case by case basis. No frills budget.

- Nancy Beauchamp suggested that the numbers should be looked at realistically using forecasting tools and reviewing financial and consumer trends / patterns of each course from years past to help set rates, budgets and specials. And based on that information we may need to shift marketing techniques.

#### Public Comment on Proposed Rates

- Michael Gerling – proposed as an addition to offering small buckets - Michael stated that if you give people a choice of three sizes of buckets, the most popular is the medium size bucket.
- Years past have discussed the driving range bucket machine like at Yarmouth. Due to buckets making their way down to the course.
- Range buckets being shared by members to their friends.
- Michael Gerling brought up the topic Junior handicap fees. This topic were discussed in depth. Bruce stated that under a certain age (18 and under) the MGA does not charge under a certain age. Michael states that in general courses usually charge what the MGA charges. Bruce: The Town of Barnstable does charge a fee over what the MGA charges – this can be looked into.
- Junior fees are a touchy subject because it may deter the number of juniors playing, thus effecting the future of golf and effecting the number of people actually getting into the sport of golf. Terry Duenas states that the Town Manager does look to what the courses provide for Juniors.
- Mary Creighton brought up course on etiquette for Juniors as it was offered in the past
- Michael Gerling was asking why large groups or events were booked at both courses on the same days. Although this is revenue that is coming in so how can you turn people away. Per Bruce this has only happened twice in the last 18 months. Michael asked if there was anyway to notify members of an occurrence such as this that would affect member play. Facebook as well as email notifications were solutions of communicating such events to the members.
- Dan Ginther asked that cart rates, weekday rates and a sliding scale possibly after 1:00 pm. Bruce says Hyannis carts are out there everyday – all day. The specials that include the cart are as is – can't have the special rate minus the cart fee. Inclusive fees.
- Richard – First Tee question clarified that this is a one time a year item on the budget.

Special Meeting – Tuesday October 25, 2011 – Members to be notified

#### Manager Report:

- Nancy Beauchamp requesting update of monies owed in back rent from the restaurant at Hyannis GC. Bruce states that we received \$3500 but still under rears.
- Dan Ginther states that there is still a gliche on Olde Barnstable GC website's link to Hyannis GC.
- Richard Aliberti asked Michael Gerling to approach the membership to honor the Barnstable High School team. It looks like the high school team is going to win the state championship. Michael Gerling took that under advisement and asked Richard Aliberti to draft an article on the Barnstable High School team for the November newsletter.
- Mary Creighton expressed gratitude on the 18<sup>th</sup> tee; the red tee.
- Dave Miller reported that November 3<sup>rd</sup> is the annual Turkey Open. The sign up is a \$25 to either Shaw's or Stop & Shop gift certificate goes to the food pantry or \$25 made out to the membership association. All proceeds go to the food pantries last year we gave between \$1700-\$1800.
- Michael Gerling expressed gratitude on the bunker work that has been done so far. Chris stated that the bunker work is going well but is pretty much complete for the year.
- Swans donated by the membership are still out there but were flipped by recent wind storms.

Meeting adjourned at 6:51 pm

Respectfully submitted  
 Stacey Peacock  
 Recording Secretary