

From: Leo Sennott
6 Thompson Way
Harwich, MA 02645

Date - October 12, 2020

To: Mr. Larry G. Ballantine
Chairman Board of Selectmen
732 Main St.
Harwich, MA 02645

Dear Mr. Ballantine,

Allow me to briefly introduce myself. My name is Leo Sennott. I'm a retired engineer, now a full-time resident of Harwich, a homeowner since 2007, and a 12-year member at Cranberry Valley Golf Course.

I am writing to you with the encouragement of many other frustrated CVGC members to discuss this summer's misappropriation of tee times, unknowing capabilities of the Chelsea golf management system, and guests and membership contracts. I will also share some data analysis extrapolated from daily tee sheets. I am happy to share the raw data upon request.

Background: I personally have played most Saturday morning's from (tee times 6:00 – 9:00 am) with the same group for the past 12 years. On average, I would estimate that we play 20 18-hole rounds per year. For the summer of 2020, the total has been 4! The major issue I am writing to you for help addressing focuses on the inability of members to book tee times due to the way in which the current system is set up.

Before articulating the issues. I want to provide some background information to ensure that we begin this conversation with a shared understanding of the issues.

Covid: The impacts on demand are well understood and have been discussed with Roman Greer, CVGC staff and workers. We are also aware of golf being one of the few active sports allowed during this period, the impact being many first time golfers, the increase in spacing between tee times at CVGC and the general trend of increased tee times across the U.S.

Chelsea System: This is the schedule management system used by CVGC. The software contains properties designed for reservation management, but it also has functionality to limit guest play by members. It appears that CVGC staff currently lack the expertise to exercise its full capabilities.

Members and the public are well aware of the Chelsea system's weakness. The guest system remains consistently abused, eliminating the "fairness" of the point system. Throughout the summer, multiple sequential tee times were booked by members and guests preventing members from accessing tee times. New members have been heard communicating the "weekend priority method"- New members now team as partners inviting 2 guests each weekend and "fool" the point system. As long as you have 2 paying guests, "IT WORKS", very well robbing member slots.

Members are furious and consider this “selling member slots twice”. I am voicing the need for a contractual agreement between the town and members, similar to contract arrangements with “Heritage House”, “Bayside Resorts” and the like.

Data Analysis- extrapolated from Chelsea tee sheets.

Example 1: (10/03/2020) - Starting time is now 8:00am - (Members – morning tee times reduced again)

- **Members** – Morning tee times reduced from 3 hrs. (6 -8:50 am) to 1 hr. (8-8:50 am) [18 H (6) 9 holes (6)]
- **Public** – Morning tee times NO change 4 hrs. (9am – 1pm) [18H (24) 9 holes (6)]
- **Members** – Afternoon tee times change 3 hrs. (1pm – 4pm) [18holes (18)]
- **Guests 10/03/2020 -**
 - Member - 8am – 8:50am Guests – 6
 - Public - 9am - 1pm Guests - 66
 - Member - 1:10 pm – 4 pm Guests - 4
- **Multiple tee times 10/03/2020 -**

*GERALD NOONE and guests- 4 tee times, * SCOTT COOKSON and guests- 4 tee times

*DONOVAN and guests- 2 tee times, *ALEX PATRICK and guests- 3 tee times

Chelsea cont. – Properties and Functions Not Being Used:

- Limiting guest play: – Each tee time can be configured to permit guests or not. - The system also has the ability to limit guest play by member.
- Membership restrictions rules - Each member or golfer is assigned to a membership type. Each membership type has a detailed set of tee time rules that include access to the tee sheet, round play limits, related guest restrictions, course restrictions and ranking order during the lottery assignment.

Example 2: Guest Analysis Labor Day Weekend

Labor Day		Member	Public	Member				
Analysis		6:30-8:50	9am-1:50pm	2pm-4pm	M - Guest	P- Guests	Total	at \$74.00 / round
	Thurs	8	35	12	20	35	55	\$ 4,070.00
	Fri	16	58	12	28	58	86	\$ 6,364.00
	Sat	15	59	23	38	59	97	\$ 7,178.00
	sun	20	52	21	41	52	93	\$ 6,882.00
	Mon	17	36	14	31	36	67	\$ 4,958.00
	Totals	76	240	82	158	240	398	\$ 29,452.00
	Revenue				\$ 11,692.00	\$ 17,760.00		

- * Member tee times used for guests added additional \$11,692.00 of revenue. The town theoretically collects twice for these tee times (Paid memberships + Paid guest).

For consideration:

Memberships

- The current approach to member tee times greatly reduces the benefit of being a Harwich resident on the town-owned course. A Harwich resident membership should have some “priority” over non-resident members. This could be done with the point system. Ex – Resident 0.75 points Nonresident 1.0 points
- Starting times - Membership tee times should always be the first 3 hours “year round”. Public blocks should be adjusted for start time changes.
 - An additional consideration of the current system is the inability of single member golfers to find tee times. The system of placing these singles in threesomes should be evaluated, perhaps creating weekly offerings for matching up a series of singles.
- Summer Weekend Member Guest blocks - 1 Guest per foursome, Guest is pre-paid at booking “No Refund”

Member’s Guests -

- Similar to the present point system, the committee should look at a “guest point system” for managing member guests. This could also be done at the public level for handling sequential tee times.

In closing, I would ask that this letter and recommendations be submitted to the Harwich Golf Committee for discussion. This year has tested the patience of members every week, leaving many seriously considering alternatives for 2021.

Thank you for your time, Mr. Ballantine.

Sincerely,

Leo Sennott