

## **Minutes Harwich Golf Committee**

March 28, 2017 Griffin Room Harwich Town Hall

Meeting Called To Order At 4:00PM

Present: Clem Smith, Martha Duffy, Tom Johnson, John Wheeler; John Crook (via phone).

Absent: Jeff Williams and Bob Kingsbury

Invited Guest: Roman Greer

Public Present: Max McCarthy, Peter Wall

Mr. Smith asks that the Committee work as a group to support efforts of going “paperless”

### **Consent Agenda:**

***Approval of minutes from December 20, 2016. Moved by Ms. Duffy. Seconded by Mr. Johnson. In favor (5-0).***

### **Directors Report:**

- Mr. Greer gives update on Winter work plan and completion. Pictures will be posted on website.  
All equipment serviced, tree removal (dead trees), over 150 stumps ground.  
Holes 15-18 have had stumps ground and prepped for grass  
Bunker re-sodding done on six holes.  
Cart path extensions done on five holes and will be paved once asphalt plants open.  
Forward tees are shaped out and prepped for sod once sod farms open. Irrigation being installed this week. Hope to have tees ready and open by early May.
- Budget for FY18 was accepted by Board of Selectman and Finance Committee.  
Mr. Wheeler was at meeting and was impressed with Mr. Greer’s presentation as were a Selectman and Finance Committee member.  
Mr. Greer mentioned they asked for a 3.2% increase in the budget from 2016 and in the same time increased revenues by 6.9%.

- Working on restaurant opportunities with Ron Leidner (Hot Stove Café). Mr. Leidner has written a “State of Business” review of 2016 from the restaurants perspective and it is posted on Cranberry Valley website.

Mr. Wheeler has questions about Mr. Leidner’s plan for the beverage cart to have a phone number so they can be contacted on the course. He is afraid expectations by the person calling the beverage cart operator might not be met if they cart operator is obligated to stop for other golfers en route to the location they were called to.

Mr. Greer will work with Mr. Leidner to help address this issue.

Mr. Smith wants to start to engage Mr. Leidner to ensure he is part of the ongoing future at CV.

Mr. Greer mentions that Mr. Leidner has invested a lot of his own money into renovations and equipment and CV would want to talk about an extension to give him chance to recoup investment. Mr. Johnson had private conversation with Mr. Leidner and agrees CV needs to look into what can be done to give a long-term partnership.

- Mr. Greer makes announcement of removing PGA Jr. League Regionals from tournament schedule, but adding New England Jr. PGA event and host a PGA Player Ability Test for prospective PGA members.
- Mr. Greer announces Mike Serijan has been hired as the new Office Assistant in Golf Operations.
- New hotel rate before Memorial Day and after Labor Day of \$52 with cart. Also gave each hotel we work with a free 4-some to invite their staff to play CV and tell their hotel patrons about the experience.
- New advance tee time policy. No longer taking payment in advance via check. Golfers will hold reservation with credit card and subject to cancellation fees.
- Advance hotel reservations on par with previous year. Patron advance reservations about \$7000 behind previous year, however members not “buying times for the year” like previous years.
- Membership drive yielded \$254,000 in membership dues by March 15, 2017
- 60/40 Split Member/Guest tee time block Monday - Thursday
- Mr. Greer shared advertising results
- CV will be a place for new golfers to be welcomed
- Guests will be targeted using new CV app. Loyalty program, exit interviews, play 9 campaign

### **Old Business:**

- Mr. Greer showed chart of priorities for 2017-2021
- Warrant articles for 2017 include tree removal, irrigation upgrade and system rebuild and reconstruction of maintenance and operations infrastructure.
- Starters will have tablets with dedicated phone number for golfers to text any pace of play issues
- Ms. Duffy reports that Shawn Fernandez (Superintendent) has most paperwork done on Audubon certification
- Mr. Johnson reports on tournament May 8<sup>th</sup> for Salute Military Golf Association (SMGA). Had proclamation signed by Selectmen to be given to each military veteran playing in the tournament. Opportunities to Sponsor a Vet.
- Mr. Johnson proposed a "Corner of Honor" to be established in the clubhouse
- Mr. Greer noted that CV will be the home of the Cape Cod Chapter of the SMGA

### **New Business:**

- Mr. Greer talks about the new CV app. Plans to have app functional by May 1. Free to download and will be targeted to hotel groups and larger groups through messages in app when they pass certain points in Massachusetts.
- USGA and Mark Mungeum came to discuss findings of GPS trackers from last Fall.
- Findings showed areas on the course that could potentially to be left "native" because of very little traffic.
- Mr. Mungeum will consult with Mr. Greer and Mr. Fernandez at cost of \$3500
- Findings also showed need for forward tees which are already under construction

**Motion to adjourn – Ms. Duffy, seconded by Mr. Wheeler, unanimous**

**Adjournment: 5:40pm**

*Respectfully submitted,*

*Mike Serijan, #GC Sec.*