

September 23, 2015
Draft Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Jim Marshall
Mark Coen
Charles Vanasdalan
Bob Norton
Jan McClure
Fran Hunt
Roger Jobin
Bernard "Sid" Chase
Phil Davis
David Gill

Members Absent:

Vera Buck
Bill Veroneau
Dick Holden
Bob Vachon
David Croft
Chris Mulleavey, Chair

Others Attending:

Tom Aspell
Brian LeBrun
Jessica Martin

A call to Order

5 Minutes of Public Input

None

In Chris's absence, Jim Marshall offers to chair meeting.

Jim Marshall asks if there is a motion to approve the Draft minutes from the May 18, 2015 meeting or any questions about the minutes.

Bob Norton moves approval of the minutes from the August 6, 2015 Meeting.

Mark Coen seconds the motion.

Motion Carries 7-0

New Business:

Tom Aspell announces the re-signing of Phil Davis as Head Golf Professional for three more seasons

Tom notes that Phil has been well received by golfers who think he is doing a great job as does staff and administration.

Both Phil and the City are happy with the continuing relationship

The announcement is greeted with applause

Phil thanks the Advisory Committee for their support and says it has been a great experience at Beaver Meadow

Mark Coen asks why he would return

Phil responds he likes the people and staff and as he said at the beginning he likes the Concord area and wants to be part of the community.

He likes being part of the success that the three parts of the business has become, Jess Sid and himself

David notes the synergy from the three parts of the operation

Tom notes that if Jess had not been doing what she is doing, we would not be enjoying the success and gains we have made.

Mark Coen asks the same question of Jess, why does she want to continue?

Jess answers for much the same reason as Phil, she enjoys the people the staff knows and enjoys the clientele and likes being part of the community.

New Business:

David hands out proposal to add two simulators to the Clubhouse operation

Plan calls for one large, permanent one in the function room and a second seasonal one in the Pro Shop

This would continue to fulfill the goal of year round use of facility

This be in addition to cross country skiing and skating

The Simulators would generate new revenue in the off season, something skiing and skating don't do

City would staff and market

Industry recommendations consistently cite 2 simulators needed to generate the traffic and revenue for food and beverage and rental times

Two creates an economy of scale maximizing revenue on the same staff and utility costs.

It also creates more F&B revenue which will lead to higher rent from concessionaire

Plan is conservative, a profit will be realized selling just 50% of hours available

Tom notes revenue from the simulators allows the City to make the professional's position year round creating a great planning opportunity in the off season making for a better spring and in season revenue growth

During the winter months in addition to running the simulators, his time will be spent, teaching, club fittings, community outreach, planning the next season's activities, and booking outings.

Discussion:

Bob Norton notes he has had concerns about simulators but feels they will be of great benefit in promoting year round use and opportunity.

Of great benefit to food and beverage operation

Roger Jobin is concerned about obsolete technology and encourages the City to explore leasing units

David is preparing a report to City Council. After that is delivered an RFP will be issued asking for both purchase and lease options

David adds that money for upgrades has been included in the business plan. Older simulators are still in use. The successful proposer from two years ago has a good track record of simulators in the field not aging out of usefulness

Tom said he has had similar concerns

Brian LeBrun adds, with a 5 year payoff of bond, we should stay ahead of technology

Roger is still concerned

Fran Hunt asks if there are other companies that may lease them

David says the RFP is open to everyone

Jim asks if the Pro will be onsite the entire time the simulators are open?

Sid says no, similar to summer staffing, we will have an employee budgeted for the entire time the simulators are open with Phil acting as double coverage. Just as in season there will be times when Phil will be is the only one here. Business activity will dictate staffing.

Food and beverage will not be operating simulators, they will however, have access to units for the AV and television components, mostly during the golf season

Jim asks if Ben will be working also

Phil responds that is not really an option Ben would benefit more from going South for the winter to hone his skills as a PGA Apprentice and return with new skills and ideas.

Roger asks if golf outings could take video and then show it on monitor during lunch

Yes

Brian asks Phil to share his experience with simulators.

Phil shares his colleagues experience of operating simulators in Burlington VT, going from 2 to 8 in a very short time and actually leaving the golf course to operate year round full time.

Phil has been in contact with professional at Pease who has offered guidance in operating leagues, managing the hours/tee times.

Phil used them at Dick's Sporting Goods and says technology is easily upgraded, essentially it is a screen, a computer and a projector.

The simulators will be a valuable tool expanding our demographic, adding novice and younger golfers. Non golf games can be played on them. They will play an important role in member retention. It is frustrating to hear our members are down the road playing when they could be here.

Mark Coen notes one of the key aspects of Golf Advisory is to recommend a 5 year plan to Council. This is not included in the plan. Is this independent of plan?

Brian answers; this plan would be independent of 5 year plan as a stand-alone purchase with its own revenue source to fund it. If does really well, it will help the fund.

Roger asks if this plan would interfere with skiing and skating

Sid answers no, it should enhance it as the food and beverage and the restrooms will have expanded and consistent hours

Bob summarizes, the plan will:

Enhance four season use

Enhance Revenue

Allow for an additional year round employee

The only negative is if it fails it will impact the rest of the operation

Tom agrees there is some risk but the current financial model is only growing a little bit. This is an opportunity to bring in additional funds to finance other capital needs.

Jan McClure asks why not bring in one simulator and if successful bring in the second?

David answers, we lose the economy of scale, the staff is a fixed cost. The second one has the potential to double the revenue

Jan asks how big it will be

David says it will come out about 20 feet.

Jan asks about the noise, the room is already quite loud

David answers the cloth sides of unit should help

Jan asks if a sound engineer has been consulted

David answers, no, the unit we are looking at is endorsed by the PGA and is top of the line

Fran Hunt asks how long it will take to set up

David answers 5 minutes or so, slide the sides out and hook up the technology

Jan McClure asks how business meetings will be conducted with the unit in use

Most business meetings will take place in the golf season. David adds, if unit is not rented a business meeting could be booked

Mark Coen asks if there is another \$130,000 idea or project that could generate significant revenue.

Sid and Phil answer no. They have discussed several things, rebuilding a green, cart paths, entranceway none would directly, measurably increase revenue.

Brian cautions there are two types of leases a straight lease and a lease to buy

Mark Coen feels it is important to explore a lease

Jan McClure asks if Mark is advocating a lease

Mark Answers, no

Phil adds to the discussion regarding technology.

It is essentially a computer and a projector and screen. All can be replaced or updated His experience at Dick's Sporting Goods is that upgrades are easily accomplished, usually a matter of upgrading software.

Jan McClure asks Jess if she is comfortable opening and having only 8 people in the restaurant

Jess says she has some people who come in already so with simulators she will have even more

Bob moves that the committee recommend the installation of the simulators based on information presented

Chuck seconds

Motion carries 7-0

Course Update:

Course has survived the heat and drought. Fairways have suffered a bit but staff is currently aerating and over-seeding

Greens came out of fall aeration quite well currently a few are set back with anthracnose and algae staff will treat in next few days

Of greater concern are ball marks and divots
Committee feels outings may be the cause
Sid is not convinced
Education of all golfers in course etiquette is needed
Sid has asked starters to remind golfers as they go out
Committee adds it is important to ensure seed mix in golf cars and par three buckets is replenished regularly
Playing the ball down may help golfers to be more diligent about replacing divots

Old Business:

Outings:

Recently there have been many outings limiting play for members
It is suggested that we not have outings both days on a weekend
Outings generate a great deal of revenue
We could charge a premium for weekend outings to push some to mid-week
Staff will keep this issue in mind when building the 2016 schedule

Senior II

Have current Senior II members been notified of the elimination of the category?
David Gill says no. Staff will write an e-mail in the next few weeks
Bob Norton has spoken to a few and they did not seem concerned

Renaming of room for Chet Wheeler

City Council has approved the naming of the function room for Chet
Mark Coen has spoken to the city librarian and he would welcome Kim Wheeler's archive of information for the Concord Room at the Library
Phil has organized a Golf Tournament to honor Chet and the evening of the event the room will be dedicated. He has sent invitations to all NE Chapters of the PGA
Money raised could be donated to the VA
Roger reminds committee it had agreed to honor Ed Deshaies with a picture in the foyer.
He will get the picture

Mark Coen asks Brian LeBrun about the Course's finances
Brian responds he sees positive trends in all categories

Jim Marshall asks if there is a motion to adjourn.
Bob Norton so Moves.
Roger Seconds,
Motion Carries. 7-0

Meeting is set for October 15, 2015

8:00 AM
Beaver Meadow Clubhouse

Agenda:
Public Input

Approval of Minutes

Old Business

Meeting Adjourned.