

Yarmouth Golf Enterprise Committee
Minutes of Meeting
February 14, 2022

Attending Committee Members: Ellen Chapman, Ted Deckel, Dick Donovan (a), Frank Fields, Jay Frapie, Andrew Laird, Doreen Levitan, Richard Simon and Bill West (a).

Attending from the Golf Department: Scott Gilmore, Dennis Hoye

Attending from the Public: John Hayes

The hybrid in-person and Zoom GEC meeting was called to order in Conference Room A (Town Hall) at 3:00 PM.

1. As required by state open meeting law, a public notice was read and a rollcall vote was conducted to authorize use of the online meeting method. All members voted in the affirmative. The meeting was recorded and is available for viewing at <https://www.youtube.com/c/TownofYarmouthMassachusetts/videos>
2. The meeting opened with Secretary Simon reminding those attending in-person that face coverings/masks fully covering both nose and mouth were required during the entire meeting per the Board of Health. Alternate (a) members were advised they could not vote on any matters since all other members were at the meeting.
3. Chairperson Chapman thanked the public for attending, advised them the committee could not respond to their comments but hoped that their concerns would be addressed during the course of the meeting as the public must not interrupt the meeting when public comments close. No comments were offered and the meeting continued.
4. The minutes for the GEC's Jan 20th meeting were approved by unanimous roll call vote.
5. Director Gilmore asked the GEC to approve a full refund of a 2022 annual fee purchased a few weeks ago for an individual who met all the policy criteria for the refund (documented medical condition, no rounds played). The refund was approved by a unanimous roll call vote.
6. The golf department had provided the GEC with a revised proposed 2022 League Policies and Procedures in advance of the meeting. As noted in the Jan 2022 meeting minutes, relative to other nearby courses YG golf league participation & course support is high (2nd best of 5), has more (smaller) men's leagues and is unique in providing league block times on weekend summer mornings which the 2019 NGF report recommended eliminating. The golf department 2022 league play proposal retains the high level of support for golf leagues while mitigating operational issues. Specifically, 18 hole league block times would be shifted a few hours later in the morning (a plus for golfers who aren't 'early birds') and small legacy Sunday leagues would be merged.

Understanding 2022, like 2021, still has a high level of revenue uncertainty; the golf department believes its revised proposal strikes the right balance between league support, equitable play for non-league annual fee golfers, and generation of surpluses to fund essential maintenance & other deferred capital items.

Prior to endorsing the proposal, the GEC asked for clarification on a few items:

- 1) Would block times be expanded/reduced based on actual league golfers (Yes)
- 2) Other than prize payouts from the \$4/\$2 league reservation fee paid to the golf department (transferred to individual ProShop credits as directed by the league), can leagues collect and payout cash for 'skins', closest to the pin or other amateur golf skill awards (Yes)
- 3) Are all leagues open to all members without discrimination, for example is the Sunday league open to both men & women. (Yes)

A minor amendment of the proposal to DELETE '(see attached policy on gambling)' on page 2 will be made. The motion to endorse the policy as amended was approved by unanimous roll call vote. The golf department will review the approved policy & procedures with the league leaders for their sign-off.

7. The proposed 2022 Tournament Schedule had been provided to the GEC in advance of the meeting. Ten member tournaments are planned, as well as the annual (May 20th) TopShot fundraiser for Veteran services. While the schedule shows a cap on the number of teams, the golf department would like to expand participation, especially by female golfers, and will offer formats and capacity to encourage diversity and non-discriminatory inclusion.

In addition, the golf department would like to emulate the popular weekly weekday afternoon quota tournaments offered by neighboring town courses which are open to both annual and daily fee golfers (entry fees range from \$15-20 per week).

8. At its Dec 2021 meeting the GEC had been provided with a copy of the UMass-Boston Collins Center for Public Management proposal for the development of financial policies & procedures plus a procurement manual specific to Yarmouth's golf course operations. Director Gilmore has been told he will be the town's SPOC for the project, the working group will include a member of the GEC and the Collins Center proposal is expected to be approved by mid-February 2022. The 4 week delay in approval is related to contract scope and cost (\$22,000) issues.
9. The scheduled approval of 2022 Golf Fees was removed from the agenda for January 25, 2022 Board of Selectmen meeting and is currently scheduled for March 1, 2022. Bill Scott and Scott Gilmore are on-point to provide any additional financial data the BoS requires to finalize 2022 Golf Fees.

10. Initial feedback from golfers regarding the Club Prophet tee time booking process during the first few weeks use has been encouraging with most able to navigate the system without assistance. The importance of each person pre-loading a comprehensive buddy list will be stressed in upcoming newsletters and online training materials.

Reports of golfers not getting emailed marketing newsletters persists. Creating a Club Prophet login should help reduce the delivery failure rate. Pro Shop staff and signage will encourage those who don't get regular emails to speak up!

11. Due to procurement questions as to whether existing town contracts with CDM Smith would allow them to apply for prerequisite state permits for overdue Links irrigation and bunker work, the Bayberry Hills Master Plan is in a holding pattern. The town's golf architect has completed most of the required documentation to move forward with the bid process following the formal (fall) town meeting approval of the capital funding for the project.

As noted in prior months, the Golf Department prefers the option to place a three season pavilion over a portion of the existing cart barn (which has a 34'x140' footprint) and there is preliminary validation the existing structure can support the load which may include secured storage space for ProShop and restaurant inventory. This aspect of the Bayberry Hills Master Plan would be deferred until 2023. While less than optimal, rental tents will be erected on the driving range as needed when hosting a large (200+ golfer) outing or fundraiser like the May 2021 Veteran's Top Shot Golf Invitational (<https://topshotinvitational.com/>).

12. The Director provided the committee with the January Munis reports and had previously provided the FY2023 Budget report. The GEC noted a disconnect between the Munis report actuals & Capital Plan Framework compared to the DOR reviewed fiscal year budgets that are approved at town meeting. Specifically, the 'official' budgets show a loss (reduction in surplus) while the actual data suggests a surplus should be generated.

Director Gilmore indicated the golf enterprise budgets may be adjusted by the town's finance department to meet state DOR ratios for the overall town budget.

13. The golf department is finalizing the 2022 winter newsletter that will be emailed by Feb 21. Topics include:
- links to online resources/hotline for CPS login/booking issues
 - CPS tips (e.g. pre-loading 'buddy' lists)
 - recruiting for seasonal turf staff – please refer candidates
 - BR damage restoration and 15th hole tee box plan
 - 2022 cart GPS (valuable pace of play tool for both ProShop & rangers)
 - testing email receipt – check junk mail and 'black list' before calling
 - 2022 tournament schedule – how to activate/renew GHIN online

14. Chairperson Chapman asked what plans were underway for junior golf instruction, consistent with the NGF recommendation to encourage participation. Dennis Hoyer reported he, along with Jim Hallet in collaboration with the town's recreation department, would be offering affordable golf instruction during the spring and summer with details to follow. He expects to field Junior PGA team(s) that would compete with neighboring course teams.
15. GEC concerns
 - impact of delay in BoS vote on 2022 Golf Fee schedule esp. 'Twilight' rate
 - slow pace of FT hires approved by Personnel (2+1 replacement)
 - impact of CDM Smith procurement issue on Bayberry Hills Master Plan timing
 - advance work for April 26th town meeting (budget, BH capital improvements)
 - prompt town approval and support of the Collins Center proposal
16. The GEC will meet next on March 14th at Town Hall. Subject to confirmation of room availability, the meeting will start at 3PM. This may be a hybrid Zoom meeting depending on Board of Health advisories.

A motion to adjourn was accepted by unanimous rollcall vote about 4:40 PM.