

**Yarmouth Golf Enterprise Committee**  
**Minutes of Work Meeting**  
**March 11, 2019**

**Attending Committee Members:** Ted Deckel, Kristen Seymour, Ralph Simonds. Ellen Chapman (came in later in the meeting)

**Attending from the Golf Operations Department:** Scott, Becky, Eric, and Keith.

**Attending from the Public:** About 30 members of the public were present

The meeting was called to order at approximately 5:08 PM at the Bass River Restaurant.

**Discussion Highlights:**

1. Explanation of why public comment was moved to end of the agenda.
2. The meetings prime purpose was to discuss the winning RFP submissions, but no member of the Evaluation Committee from the Town Administration was present.
3. The minutes of the previous two meetings were accepted.
4. Scott gave report on the Evaluation Committee:
  - a. There were 6 proposals submitted
  - b. 3 were rejected as inadequate
  - c. J.J. Keegan, the consultant hired by the town, was present for the evaluation
  - d. Billy Casper Golf (BCG) was the only one to receive a Highly Advantageous rating for their proposals. They submitted "
    - i. A Full-Service Management proposal
    - ii. A Lease Agreement
5. It was explained that if the Town decides to accept one of BCG's proposals contracts must still be negotiated that will define the final agreement between the Town and BCG. That contract could have an impact on member concerns:
  - a. Block times
  - b. Tee time availability
  - c. Costs as in the \$3 surcharge
6. The proposals are supposed to available to the public. When a link to them is provided by the town it will be passed on to the membership.
7. The Lease proposal was discussed first:
  - a. It is a 3-year lease proposal and as such BCG will not be able to contribute any funds for Capital Improvement. The model they submitted was based on a 5-year lease and included a 4% of gross revenue investment each year.
  - b. Two of BCG's projections for revenue to the town are based on reaching specific benchmarks and are not guaranteed.
  - c. Without the 4% Capital Investment BCG's projected contribution is \$344,033
  - d. BCG also includes a requirement for a 3\$ per round surcharge for annual fee payers up to \$300 to be paid by either the member of the town.
    - i. It was mentioned that things like this are part of the concern members have regarding the purchase of memberships this year.
    - ii. It was reported that membership numbers are down compared to last year at this time.

- e. There was a discussion of how change would affect current employees as salaries seem appropriate but benefits are a question especially pensions for long service employees.
  - f. It was explained that by Mass. State law a 3-year contract does not require approval of Town Meeting. A 5-year contract is possible but requires Town Meeting approval.
  - g. Using the example of Falmouth G. C., it was pointed out that BCG appears to focus their effort on Greens fees revenue (\$818,100) rather than annual fee memberships (\$18.820)
  - h. It was pointed out the aim of the S.B. seems to be to have golf be financially self-sustaining. Their emphasis is focused on the bottom line.
  - i. It was reported that there are many costs paid by golf that the town would have to assume.
    - i. Maintenance of Old Townhouse Rd. park and soccer fields
    - ii. Snow removal by course employees
    - iii. Taylor Bray Farm, etc.
  - j. The golf departments debt payment for the Links ended last year
  - k. Progress on preparing for this season has been disrupted by current situation:
    - i. A POS change to address sales, marketing and web site issues
    - ii. Hiring a Food Service manager
    - iii. Hiring staff to enable the opening of Bayberry
8. The Full-Service Management proposal was described including the \$150,000 payment to BCG and the requirement the town pay for current the \$127,000 cart lease and \$133,000 maintenance equipment lease.
- a. Concern was brought up that the consultant, J.J. Kegan would be brought back for the possible negotiations with BCG
  - b. This would likely at the expense of the golf department
9. A motion was made and carried that the G.E.C. does not recommend adopting either the Full-Service Management or Lease proposal.
10. After discussion of the possibility of a further RFP for Consultant Services, a motion was made and carried that the G.E.C. does not support such an RFP.
11. A meeting of the General Membership on March 21<sup>st</sup> at 6:00 P.M. at the La Roussa Hall in the Flax Pond Rec. Area was announced
12. It was also explained that the G.E.C. would meet with the S.B. at their March 26<sup>th</sup> open meeting to explain progress on achieving goals presented at November fee hearing

**Directors Report:** Scott, Keith and Becky reported:

- 1. Trees have been taken down at 9 on B.R. and other areas
- 2. Dead trees have been removed as well at both B.R. and Bayberry
- 3. B.R. will re-open this Friday March 15<sup>th</sup>
- 4. The restaurant at B.R. will re-open on March 29<sup>th</sup>
- 5. Bayberry will re-open on the 29<sup>th</sup> as well with the restaurant there reopening in the following week.
- 6. Keith reported that new score cards are being purchased for Bayberry that will have the Red and White courses listed as an 18-hole course rather than 2 separate 9's.
- 7. We are waiting for approval to move forward with a new POS program, *Tee Snap*, that will be brought on to replace *Chelsea*.
- 8. Becky described Yarmouth Golf's participation in the Boston and Portland Golf Shows and the positive effect it seemed to have.

**Public Comment:**

1. It was suggested that it is important to get word out to all golfers concerning the matters discussed
2. An observation was made that people feel they have been misled by the S.B. especially after the Survey Results showed the members overwhelming support of the current operational system and the presentation made to the S.B. in November.
3. A lack of accurate reporting of costs between Town and Golf Dept. was noted
4. Concern was raised about payment of added costs if a BCG proposal was adopted and whether their costs would only be the \$1142 already paid.
5. A question was asked about whether the Town had insurance coverage for the B.R. bridge that broken by a town truck.

**Meeting Adjourned: 7:25**