

Yarmouth Golf Enterprise Committee
Minutes of Meeting
April 25, 2022

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

Attending from the Golf Department: Scott Gilmore, Dennis Hoye, Becky White, Sue Bartley

Attending from the Public: None

The hybrid in-person and Zoom GEC meeting was called to order in Conference Room A (Town Hall) at 3:30 PM. Secretary Simon confirmed there was a quorum with alternate (a) member Donovan advised he could vote on any matters since member Levitan was absent.

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 minutes for the GEC's Mar 14th meeting were not available prior to the meeting and will be considered at the next meeting. Video of the Mar 14th meeting has been posted for viewing at above link.
3. Absent attending public who wished to offer comments, the meeting continued.
4. Chez Hospitality will attend the next GEC meeting to review its 2022 plan. Operational updates on the grills can be found in the Director's Report below.
5. To honor deceased long-time employee Richard Pizzarella, memorial bike racks will be placed near both clubhouses. The Bayberry Hills clubhouse is a favorite stop on the Cape Cod Rail Trail for bikers to take a break with a refreshing beverage from the grill. Local bike shops have offered to provide a portion of the funding for the racks. An avid biker who on occasion would bike to work from his home in Plymouth, Rich would have appreciated this thoughtful gesture.
6. As the weather warms, the tempo at Yarmouth Golf accelerates as evidenced in the Director's Report. Both courses are open daily (weather permitting). The Bayberry Hills Grill is open daily in a renovated space with the Bass River Grill open weekends (Fri-Sun) before moving to a daily schedule on May 9. Starting May 15th the cart GPS will alert golfers to pre-order their food and beverages for pick-up at the turn.
 - a) Absent additional public comment or BoS discussion, the vote to approve the 2022 fee schedule as published was unanimous at the Apr 12 Board of Selectman meeting and implemented the following Friday. About half of 2021

annual pass holders (551) and 72 new pass holders signed up prior to the vote. In the 12 days after the vote, pass holder sales accelerated with 100 more renewals and 48 more new pass holders. Only 3 new 'twilight' passes had been sold prior to the GEC meeting with an expectation of more new to YG selecting this option in upcoming weeks.

b) The total re-branding of Yarmouth Golf is ready to unveil with a new website address (www.golfyarmouth.com) , 3 new logos, and naming changes for each of the Bayberry Hills Nines (Red = The Winds, White = The Sands, Blue = The Links). Everything from the website, promotional materials, Pro Shop & staff apparel, scorecards (with revised slope ratings) & even pencils are getting a makeover. A Boston TV station is scheduled to film the Yarmouth courses on May 16 & 17 for airing on their 'Golfing World' show – an early opportunity to launch the re-branding.

c) In advance of Fall Town Meeting (Oct 2022) four reports on YG operations & finance are being conducted (USGA, NGF, Collins Center & building assessment). The USGA conducted their agronomic review on Apr 12. Members of the Select Board, Capital Budget Committee and most of the GEC braved a raw blustery morning to listen & ask questions as the YG course superintendents interacted with the USGA and our course architect. The USGA report should be available prior to the GEC's May meeting.

d) Spring greens aeration and winter work has been completed. Routine seasonal mowing, maintenance and greens fertilizing & spraying is underway with final stump grinding filling remaining staff hours. Fairway & tee box aeration has been outsourced (August) and fall greens aeration is scheduled for Oct.

e) Income and expenses for first 9 months of the fiscal year are tracking for a second year of superior enterprise fund surplus. While income is slowing from the Covid windfall levels (-\$0.30m), it is well above pre-pandemic levels (+\$0.86m) combined with strategic advance purchases of turf supplies & disciplined FY23 expense management. The following table shows the post-Covid demand for golf remains relatively high for other local courses as well. If this higher level of demand persists into the future, all courses benefit.

FY22 vs FY21 (9 months)%	Yarmouth	Dennis	Brewster
- Greens Fees	87%	96%	91%
- Carts	84%	103%	95%
- Driving Range	80%	87%	93%
- Pro Shop Sales	151%	104%	115%

f) The Bass River 15th hole 'good neighbor' work to reduce errant shots landing in back yards of homes on the left of the fairway is underway with a new forward

tee box slated to be finished by the end of May and netting installed between 2 new 30' tall support poles. Replacement netting will also be installed at the 11th tee and near the Bass River clubhouse where carts are cleaned after a round.

7. While the bulk of golfers provide timely notice to golf operations if they or their guests won't be able to make their tee time or have a last minute emergency situation, the Golf Department provided a draft policy to address those who aren't as considerate. The GEC members provide comments and suggestions for potential revisions to the draft policy, which will be reviewed at the next GEC meeting.
8. Recently appointed Head Professional, Dennis Hoye, previewed plans for youth and league teaching clinics. Collaborating with PGA tour winner Jim Hallet, who is a seasonal starter, Yarmouth Golf is planning to offer a 4 week Sunday afternoon Parent-Child clinic and a 5 week Thursday morning Junior clinic (limit 20 students) plus clinics for both men's & women's Leagues and several 'intro' clinics for people who haven't played golf in recent years.

Legacy agreements with independent contractor teaching pros Bob Quirk and others for individual and group lessons are not impacted.

9. After a Covid hiatus for large group gatherings, the Golf Department is finalizing the timing, location & agenda to welcome everyone back for the 2022 season. Since the golf clubhouses are undersized, discussions are underway with other town departments and hotel partners who could host an afternoon 200+ person event in early June with refreshments after prepared remarks & Q&A's.
10. The frequency of newsletters from the Golf Department is accelerating with the last issue dropped on Apr 19. There are many topics to include in upcoming newsletters:
 - rebranding details (new URL, logos, etc.)
 - dates for major events (e.g. TopShot, tournaments, TV filming)
 - 2022 season welcome meeting logistics (location, timing & agenda)
 - USGA report link (when available)
 - new Twilight pass option
 - F&B operations information (hours, menu, phone #, GPS alert)
 - links to online resources/hotline for CPS login/booking issues
 - CPS tee time booking tips (e.g. pre-loading 'buddy' lists)
 - recruiting for seasonal turf staff – please refer candidates!
 - 2022 cart GPS (valuable pace of play tool for both ProShop & rangers)
 - 2022 youth & league teaching clinics dates & sign-up process
 - 2022 policy & operational updates (e.g. cart usage, no-show, etc.)
 - 2022 tournament schedule – how to activate/renew GHIN online
 - Pizzarella memorial bike racks (how to donate?)
 - afternoon league interest survey (~20,000 unused afternoon rounds)

11. GEC concerns:

- impact of rebranding for GHIN and range finder systems (e.g. Garmin)
- prioritizing topics of most interest for 2022 season welcome meeting (survey?)

12. The Chairperson reminded everyone the Chairperson, Vice Chair and Sec'y positions on the committee must be voted on at the next meeting following the Apr 26 Annual Town Meeting as required by the town's 'Handbook for Boards, Commissions & Committees.' In addition, she encouraged all voters to attend the Annual Town Meeting and asked for their support of all warrants required to fund the Golf Departments FY23 operating & capital budgets.

13. The GEC will meet next on May 23rd at Town Hall. Subject to confirmation of room availability, the meeting will start at 4:00 PM. This may be a hybrid Zoom meeting depending on Board of Health advisories.

A motion to adjourn was accepted by unanimous rollcall vote about 5:15 PM.