

Yarmouth Golf Enterprise Committee
Minutes of Meeting
May 16, 2022

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

Attending from the Golf Department: Scott Gilmore and Dennis Hoye

Attending from the Public: None

The in-person GEC meeting was called to order in the Bayberry Maintenance Building at 5:00 PM. Secretary Simon confirmed there was a quorum with alternate (a) member Donovan advised he could vote on any matters since member Fields was absent.

1. Absent attending public who wished to offer comments, the meeting continued.
2. As required by Yarmouth's 'Handbook for Boards, Commissions & Committees', the annual election of officers was conducted. The following members were nominated and elected by unanimous vote: Ellen Chapman (Chairperson), Ted Deckel (Vice Chairperson), Andrew Laird (Secretary). Frank Fields' term on the GEC ended and did not apply for another term. Alternate Dick Donovan had applied for this opening on the GEC. Selectman Smith indicated he plans to recommend Donovan's appointment at an upcoming Selectman's meeting
3. The minutes for the GEC's Mar 14th meeting and April 25th meeting were approved as amended by unanimous vote.
4. To honor deceased long-time employee Richard Pizzarella, memorial bike racks will be placed near both clubhouses. With scores of bike rack options to be considered at a wide range of price points, the short-list selection hasn't been completed.
5. Details of the Friday May 20 Topshot Tournament were shared. It will be a 22 hole shotgun (9AM start) scramble format at Bayberry Hills for 176 participants. By including holes 1, 7, 8 & 9 on the Links course to accommodate this large field, it also is a somber reminder that veteran suicides occur every 22 minutes. The driving range will be closed May 19-20 so a huge hospitality tent can be erected. Volunteers will meet at 3PM on the 19th for a brief orientation and arrive at 6:30AM on the 20th to assist with the shotgun set-up and to welcome the participants, sponsors, organizers and invited town officials. Portions of the event will be filmed for TV broadcast footage.
6. While most 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. Following a second review of the golf departments proposed no-show policy for annual pass holders, the GEC endorsed the policy as amended

to include the consequences (a one week suspension of playing privileges after the initial 3 no-shows and a two week suspension for subsequent 3 no-shows (i.e. 6, 9, 12, etc.)

7. Details of the Monday June 6 members meeting were shared. The event will be hosted by the Irish Village starting at 4PM followed by a social hour. Director Gilmore will open with prepared remarks leveraging the presentation he used at the Mar 29 Selectmen meeting and the recent USGA report followed by a Q&A session and ending with the social hour. An invitation will be emailed to all pass holders and town officials with expected attendance of 150-200 (capacity up to 400). Registration link:: <https://www.golfyarmouth.com/online-store/Yarmouth-Golf-PassHolder-Town-Hall-Meeting-p469284502>
8. The Director’s Report covered the following topics:

a) As seen in the table to the right, annual pass sales appear to be on track to meet or exceed last year’s total. Student and Under 35 pass sales historically lag adults. About half of 2021 annual pass holders (551) and 72 new pass holders joined at the 2021 fee level prior to BoS approval of the 2022 fee structure on April 12th.

Annual Passes	Jun-21	Apr-22
Adult xLinks	699	592
Links	76	74
Under 35	165	101
Student	152	55
TOTAL	1,092	822

b) Both courses are ready for peak summer rounds, supported by pre-programmed applications of fertilizer and essential chemicals. Stump grinding, the last step in the winter tree removal program, has been completed at Bayberry with Bass River up next. The new tee box at BR #15 has been completed to reduce errant tee shots going into neighboring homes on the left.

c) The recently completed USGA agronomic assessment report was shared with GEC. The report recommendations to address overdue deferred maintenance at both Bass River and the Links courses were not unexpected. The report concluded the scope of work could not be completed in-house and should be outsourced to a firm that specializes in golf course construction.

This report is the first of four assessments (financial, market, facility & agronomic) that will be completed in upcoming months to support the fall town meeting warrant needed to fund deferred maintenance work.

d) In addition to the May 20th TopShot Invitational (see #5 above), the annual Member/Guest tournament on June 11-12 has been sold out and Yarmouth Golf will host two MGA Qualifiers (Public Links & Junior Amateur) at Bayberry on June 23rd.

e) Income and expenses for first 10 months of the fiscal year are tracking for a second year of superior enterprise fund surpluses. While income is slowing from the Covid windfall levels (-\$0.30m), it is well above pre-pandemic levels (+\$1.3m) 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. Increased annual fee rates at both Brewster (+19%) and Dennis (+15%) are a major contributor to their results.

FY22 vs FY21 %(10 months)	Yarmouth	Dennis	Brewster
- Annual Fees	98%	111%	130%
- Greens Fees	87%	98%	92%
- Carts	88%	103%	95%
- Driving Range	84%	87%	94%
- Pro Shop Sales	<u>147%</u>	<u>105%</u>	<u>117%</u>
TOTAL	92%	103%	104%

9. The frequency of newsletters from the Golf Department is accelerating with the June newsletter slated to drop following the June 6th pass holder meeting. There are many potential topics to include in future newsletters:
 - rebranding details (new URL, logos, etc.)
 - dates for major events (e.g. member & MGA tournaments)
 - USGA report link
 - 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 youth & league teaching clinics dates & sign-up process
 - 2022 policy & operational updates (e.g. cart usage, no-show, etc.)
 - Pizzarella memorial bike racks (how to donate?)

10. GEC concerns: none.

11. The GEC will meet next on June 13th at the Bayberry Hills Maintenance Building starting at 5:00 PM. This may be a hybrid Zoom meeting depending on Board of Health advisories.

A motion to adjourn was accepted by unanimous vote about 6:45 PM.