

**Yarmouth Golf Enterprise Committee**  
**Minutes of Meeting**  
**June 20, 2022**

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

**Attending from the Golf Department:** Scott Gilmore

**Attending from the Public:**

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.

1. Absent attending public who wished to offer comments, the meeting continued.
2. The minutes for the GEC's May 16<sup>th</sup> meeting and April 25<sup>th</sup> meeting were approved as amended by unanimous vote.
3. The pass holder meeting hosted by the Irish Village on June 6<sup>th</sup> (HUGE THANK YOU) exceeded the pre-Covid attendance of prior years. Director Gilmore and his leadership team overviewed the many improvements to the course, customer service, reserved pass holder tee times, member tournaments and the new booking system with thankful applause from the attendees who appreciate the challenging operating environment facing golf operations (seasonal maintenance staff shortage, high inflation, supply chain disruptions, drought, et al).

Opening the floor for comments, some voiced a desire to return to the past (e.g. Bass River starting hole and bridge), some a return to a gas cart 'valet' service, some a return to Chelsea ('alpha sheet' visibility and allocated placement based on playing points) and some wanting an extended window to book tee times.

Understanding there is typically pushback at the outset of change, data from the new booking system will inform future policy. Golf operations will inquire what if any future Club Prophet system changes are planned that could provide public tee sheet visibility.

4. Golf operations provide background on four's annual pass refund requests. Two requests did not comply with the published refund policy criteria and two met the criteria (one with incomplete documentation). The GEC voted unanimously to deny the two requests that didn't meet the policy criteria, approve the one that met the policy and provisionally approved the one with incomplete documentation provided the documentation was provided within the policy deadline.
5. Bayberry Hills will host two Mass Golf qualifiers on June 23<sup>rd</sup> (Pub Links and Junior Am) closing the course to pass holder or daily fee play. Volunteers who are providing competitor assistance are asked to report to the main building at 6:30am for a short orientation session.

6. Plans to use Bass River as a wastewater recharge site have been deferred for several decades, which changed the scope of the course Master Plan with an emphasis on clubhouse and course safety mitigation (esp. along High Bank Rd).
7. Only one of the four consulting reports required for a fall town meeting capital warrant has been completed. The timing of the Links master plan is at risk due to delays in procurement for CDM Smith test pits and the permitting process in preparation for town hall meeting in the fall. Procurement also delayed the start of the Collins Center report on financial related topics, including debt/capital capacity for address deferred maintenance of both courses and their facilities. A NGF analysis of the market demand for large group outings to support expansion of food & beverage space at both courses has not been completed.
8. The Director's Report covered the following additional topics:

a) Annual pass sales reached 1,064 just shy of the total for the prior year (1,092) with some notable changes in the mix. Sales of adult passes to non-residents increased and offset a decline in sales to Yarmouth residents. Links passes sales increased but the new 'Twilight' pass hasn't generated as much interest compared to Brewster. As is typical in prior years, annual pass sales to junior and college age golfers are lagging, but are expected jump when families return for summer vacation.

b) A summary of rounds played by fiscal year shows a slowdown in both annual and daily fee play compared to the prior year with a significant increase in unused rounds. Other nearby courses reported similar declines, although from a higher baseline. All courses had significantly higher winter FY21 rounds with golf friendly weather and fewer annual fee golfers traveling south accounting for a bulk of the decline. Note: partial data included in the packet have been updated for actual FY22 data – Dennis data reflects a high proportion of annual fee rounds.

<b>Yarmouth Rds</b>	<b>FY21</b>	<b>FY22</b>	<b>Pct</b>
Annual	31,736	30,653	97%
Senior	2,941	2,488	85%
Under 35	4,295	4,180	97%
Young Adult	1,464	979	67%
Junior	625	603	96%
Links	1,814	2,299	127%
Twilight	-	157	n/a
Members	42,875	41,359	96%
Public	47,047	38,196	81%
<b>Yarmouth Total</b>	<b>89,922</b>	<b>79,555</b>	<b>88%</b>
Brewster	100,246	89,680	89%
Dennis	98,000	93,000	95%

c) The maintenance staff completed spring fertilization and has started the in-season program of chemical/fertilizer applications. Prep for the June 23<sup>rd</sup> qualifiers are the immediate priority with needle tine aeration of greens following.

d) As part of the rebranding initiative, a professional course photographer will be taking both still shots and drone footage of all holes that will be used on the website, social media and other marketing materials.

e) Munis reports for the first 11 months of the fiscal year show revenues well above pre-Covid levels (~\$1.2m) but less than last year's record with the decline in daily fee activity the key factor in the reduction (which affected nearby courses as well as seen in the following table). Delays in BoS approval of 2022 Yarmouth annual fees, the Dennis adult annual fee increase (\$100), and a significant increase in Brewster annual fees (+19% which has pushed the number of adult annual pass sales down) are major contributors in the variation in annual fee revenue.

FY22 vs FY21 %(11 months)	Yarmouth	Dennis	Brewster
- Annual Fees	98%	111%	104%
- Greens Fees	89%	99%	97%
- Carts	87%	99%	99%
- Driving Range	89%	88%	97%
- Pro Shop Sales	<u>139%</u>	<u>105%</u>	<u>120%</u>
<b>TOTAL</b>	<b>92%</b>	<b>104%</b>	<b>101%</b>

9. GEC concerns:

- a) Timely response to the tee sheet visibility issue (annual pass holder meeting).
- b) Timely updates on essential 2022-2025 capital projects that will deplete recent operating surpluses and require additional future surpluses to fund both course and facility deferred maintenance.

10. The GEC will meet next on August 8<sup>th</sup> 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 6:00 PM.