

Yarmouth Golf Enterprise Committee
Minutes of Meeting
August 8, 2022

Attending Committee Members: Ellen Chapman, Ted Deckel, Dick Donovan, Jay Frapie, Andrew Laird, Doreen Levitan, and Richard Simon. Andrew Laird (a) and 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 June 20th meeting were not available and will be reviewed at the next GEC meeting.
3. Golf operations provided background on one annual pass refund request which did not comply with the published refund policy. The GEC voted unanimously to deny the request.
4. The management of Chez Hospitality provided the GEC with an update on their operations, menu and future outlook. While all food services are challenged by the cost of food and a shortage of labor, Chez Hospitality feels confident many of the issues during their first year of operation have been addressed. The more limited 'grab & go' menu at Bayberry Hills helps pace of play, while the expanded menu at Bass River supports the large clientele who gather after their round (including golfers from nearby Blue Rock). On the matter of the BH restaurant restroom cleanliness, Chez Hospitality overviewed their policy & practice of cleaning multiple times during the day combined with daily deep cleaning by the third party who services the BH ProShop.
5. Each year, many families approach the Golf Department ready to contribute to a memorial for a deceased golfer. The GEC asked the Director to ask the town administration how contributions could be made to a designated 'Memorial Fund' to fund larger projects (e.g. replacing the footbridge over the Bass River on the 18th hole), citing the example of plank sales used to help fund the Bass Hole boardwalk.

<http://www.yarmouth.ma.us/DocumentCenter/View/9197/Handout--Boardwalk-Maintenance-Cost-Info-Memo-021318?bidId=>
6. Only one of the four consulting reports required for a fall town meeting golf 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. 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. Neither a comprehensive facilities assessment nor a NGF analysis of the market demand for large group outings to support expansion of food & beverage space at both courses has been completed.

7. The Director’s Report covered the following additional topics:

a) Annual pass sales reached 1,134 – slightly above the total for the prior year (1,081) with some notable changes in the mix. Sales of adult passes to non-residents increased which offset a decline in sales to Yarmouth residents. Low fee Links passes sales increased while the new ‘Twilight’ pass hasn’t garnered comparable sales seen in Brewster. Annual pass sales to junior and under 35 golfers are significantly higher than 2021.

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 corresponding significant increase in unused rounds. Other nearby courses reported similar declines, albeit from a higher baseline. All courses had significantly higher winter FY21 (low revenue) rounds due to golf friendly weather and fewer annual fee golfers traveling south which accounts for the bulk of the FY22 decline. Relative to other nearby courses with less capacity, Yarmouth Golf significant upside (+25-50%).

FY2022 vs FY2021	Yarmouth	Dennis	Brewster
Total Rounds FY2022	79555	91536	89680
Total Rounds FY2021	89922	98667	100246
<i>FY22-FY21 Pct</i>	<i>88%</i>	<i>93%</i>	<i>89%</i>
Daily Fee Rounds FY2022	38196	31832	40960
Daily Fee Rounds FY2021	47047	32115	43476
<i>FY22-FY21 Pct</i>	<i>81%</i>	<i>99%</i>	<i>94%</i>
Annual Fee Rounds FY2022	41359	59704	48720
Annual Fee Rounds FY2021	42875	66552	56770
<i>FY22-FY21 Pct</i>	<i>96%</i>	<i>90%</i>	<i>86%</i>
Annual Fee Pct Total FY2022	52%	65%	54%
Annual Fee Pct Total FY2021	48%	67%	57%

c) The courses are holding up well under the pressure of a Level 1 drought and record setting rounds. Wetting agents have been added to scheduled chemical applications so the turf absorbs water. Greens were vented the first week of Aug with fairway aeration scheduled Aug 22-26. Greens will be aerated in Oct.

d) BR safety nets have been installed between 10&11 and the left side of 15 tee. A portable restroom has been repositioned from 16 to 15 to accommodate less intrusive daily servicing.

e) Minor modification of the rebranded logos was required to address technical embroidery issues, which has delayed stocking of logo apparel.

f) Munis reports for the the 2022 fiscal year show revenues well above pre-Covid levels (~\$0.5m) but less than last year's record (~\$0.3m) with the decline in daily fee rounds the key factor in the reduction which also affected nearby courses as seen in the table below.

FY22 vs FY21 % (12 months)	Yarmouth	Dennis	Brewster
- Annual Fees	99%	111%	104%
- Greens Fees	91%	99%	96%
- Carts	88%	104%	97%
- Driving Range	94%	89%	95%
- Pro Shop Sales	<u>129%</u>	<u>104%</u>	<u>119%</u>
TOTAL	94%	104%	100%
Total Revenue (\$,000s)	\$4,622	\$4,297	\$4,796

After expenses, a surplus of \$0.25m was reported.

The first month of the new fiscal year is off to a very strong start with almost 17,000 rounds played (68% of capacity; daily fee golfers used 36% of capacity) and total revenues of \$0.9m. Other nearby towns also saw significant improvement in revenue as seen in the table below.

FY23 vs FY22 % (1 month)	Yarmouth	Dennis	Brewster
- Greens Fees	117%	112%	110%
- Carts	119%	117%	106%
- Driving Range	142%	101%	112%
- Pro Shop Sales	<u>106%</u>	<u>114%</u>	<u>94%</u>
TOTAL	117%	111%	108%
Total Revenue (\$,000s)	\$887	\$670	\$868

8. GEC concerns:

a) Timely response to the tee sheet visibility (annual pass holder meeting issue).

b) Timely updates on the status of essential 2022-2025 capital projects that will deplete recent operating surpluses and require future surpluses to fund both course and facility deferred maintenance.

c) Lack of an article on the 2022 fall town meeting to deal with long overdue deferred maintenance on the Links nine. Absent progress on the larger project, the committee urged the Golf Department to seek inclusion of the wastewater portion of the project (dedicated pipeline to the course irrigation pond from the wastewater facility next to the Links - ~\$0.3m). This would reduce the course

demand for water from the aquifer, improve drought resilience and increase morning tee times & revenues by reducing the time it takes to irrigate the Links.

d) While appreciative of the effort to improve communication of the four focus areas (agronomics, deferred maintenance, financials and market demand that drives facility design) on the golf website, several GEC members expressed concern the initial design could create some confusion.

9. The GEC will meet next on September 12th 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 6:30 PM.