

Green Mountain National Golf Advisory Committee

Meeting Minutes for November 13, 2014

Present: Leo Davin
Mary Furlong
Ken Lee
Peter Metzler
Seth Webb – Town Manager
David Soucy – Golf Course General Manager and PGA Professional

Absent: None

Guests: None

Agenda: Meeting called to order at 2 PM.

Minutes from the September 18, 2014 meeting read and approved.

Commissioner's Concerns: None

Seth Webb advised he was approached by Powdr asking if they could address the Committee with regard to the 1% Option Tax issue. The Committee unanimously agreed that this issue did not fall within its purview and respectfully declined the invitation.

General Managers Report:

Revenue fell below budget by \$68,000. Projected at \$1.228M, Actual \$1.160M.

Expenses (thru October 2014) are below budget by \$15,000. Budgeted \$1.039M, Actual \$1.024M.

Membership was down by \$12,000; Green Fees down by \$23,000 (-24%); Restaurant/ Beverage were down 9% (estimated \$230,000, actual \$221,000). The Second Club membership initiative did not meet expectations; projected at 20 new members with an actual figure of 12.

For 2015, Dave is reviewing the possibility of using the services of Legendary Marketing Strategy to increase exposure and market share. Also under consideration is the purchase of a video camera and launch monitor to be used as a marketing tool, with the added potential to increase lesson revenue. Dave will report back on these initiatives in future meetings.

It was felt that the Business Plan needs a full comprehensive strategy.

The road and parking lot paving, while certainly an improvement over the previous dirt surface, has sparked a concern over the resulting “washboard” condition. Dave stated he has talked with the Wilk Paving folks who advised the ‘grindings’ were too large and cool (temperature) which does not allow for a consist finished top surface. Dave is working with the town highway director and town manager on alternative solutions. He will comment on the results of these discussions in subsequent meetings.

Capital Plan:

Cart path renovations and selective repaving has been completed on the 3rd and 4th holes; as a result of contractor equipment failure, finishing work on the 10th and 16th holes will carry over to 2015.

Greens were aerated using a new system of water actuated deep ting as opposed to plugging which is considered to contribute to a stronger root system.

Dave reports there was excess fill unexpectedly available which will be used to extend the 18th fairway by approximately 18 to 20 feet.

The Capitol Plan is currently \$10,000 under budget.

A discussion ensued with regard to inconsistency of \$50,000 in equipment expense allocated over the next 5 years. As there was no immediate explanation available, Dave will review the discrepancy and report back to the Committee at the next meeting.

Debt Status:

Payment against the debit for the current year is \$561,000. This results in a year end debit of \$4.3M and a principal balance of \$3.4M. A payment due in 2015 of \$609,000 results in a principal balance of \$2.9M; and, a payment due of \$394,000 in 2016 results in a principal balance of \$2.7M.

Next Meeting: November 25, 2014 at 2 PM at the Town Hall.