

Wicomico Shores Golf Course Advisory Board
Thursday, August 11, 2011
Special Meeting

MEMBERS PRESENT: Robert Richardson, Chairperson; Gloria Tippet, Secretary; Gerald Slagle and Don Nolan.

R&P STAFF AND OTHERS PRESENT: Phil Rollins, Director; and Pat Meyers, Golf Course Manager.

CALL TO ORDER

The meeting of the Wicomico Shores Golf Course (WSGC) Advisory Board was called to order at 6:00 p.m.

APPROVAL OF MINUTES

Don Nolan moved, seconded by Gerald Slagle, to approve the minutes of the June 7, 2011 with one correction (Pat Meyers did not attend the Tudor Hall Business After Hours event). Motion carried 4-0.

OLD BUSINESS

FINANCIAL INFORMATION

Mr. Rollins provided several financial reports for review and emphasized they are preliminary draft documents. Until the County audit report is done at the end of the calendar year, the numbers are not final. Preliminary projections to date show the restaurant/banquet facility made a small profit. The golf operations are improving; however, rounds of golf are still down.

Mr. Rollins stated that administrative changes and marketing efforts have helped, but until the economy gets better, it will be hard to make up for the lost rounds of golf.

Don Nolan asked if the tracking sheet could show how many golfers walked and how many used carts. Mr. Rollins noted that cart fees are shown on next page; cart fees brought in slightly more than last year. Over the last several years, it's been noted that more people are walking than riding for various reasons. July 2011 saw a net profit of about \$84,000; however the winter months are a challenge. The July 2011 profit is \$28,877 over July 2010.

Mr. Slagle noted that many factors have to be considered when looking at the fiscal situation. He suggested a comparison between the early years of the facility to today. What were the cart expenditures compared to today's lease?

Mr. Rollins noted that December and June always have three payrolls, so that affects the net for those months. The bottom line is the facility is doing better than last year, but we still need to do better. Mr. Rollins reminded the Board that the BOCC reduced the administrative reimbursement for R&P staff from the Golf Course. The fee charged to the course has been reduced to about \$23,000. Staff is hopeful that after this fiscal year the facility will be in the black.

MARKETING

Ms. Meyers provided an update on several marketing efforts. She provided a PowerPoint presentation that included slides of:

- The new business cards with golf course information on one side and restaurant information on the other.
- A draft of the new brochure / rack card for the course and restaurant.
- The T.V. ad which includes three monthly banners.

NEW BUSINESS

Mr. Slagle expressed concern that some of the kitchen employees may leave if wages don't remain competitive.

Chairman Richardson stated that some of the ladies have asked for a designated drop area; Ms. Meyers stated the drop area would be against USGA rules. You couldn't have drop areas for tournaments or for handicap scores.

Mr. Richardson asked about the new golf balls; Ms. Meyers stated that Cayman went out of business so "Almost Golf" golf balls are being used as the replacement.

Mr. Nolan stated that he's heard comments from citizens regarding the golf course, with the main issues being the need for a second grass cut and issues with the driving range. Ms. Meyers stated that staff is working to maintain the course in the most efficient way possible. Mr. Slagle agreed; however, a second cut would be nice.

Ms. Meyers stated that there will be one more Board meeting before she begins work on next fiscal year's budget. She asked for ideas for season passes for students that no longer qualify for Junior rates. Currently, Junior rates (17 and under) are half the price of adult daily rates. This may be a summer pass; students would have to be full-time students, produce a student ID, and be between a certain age (maybe 18-23).

SCHEDULING THE NEXT MEETING

The next meeting of the WSGC Advisory Board will be held on Thursday, October 20, 2011 at 6:00 p.m. at the Clubhouse.

The meeting adjourned at approximately 7:00 P.M.

Kathy Bailey, Recorder (from tape recording)