

**Yarmouth Golf Enterprise Committee**  
**Minutes of Meeting**  
**January 13, 2020**

**Attending Committee Members:** Ellen Chapman, Ted Deckel (Chairperson), Andy Martin, Kristen Seymour, and Richard Simon (Beverly Arnett absent)

**Attending from the Golf Department:** Becky White and Scott Gilmore (Interim Golf Director)

**Attending from the Public:** John Miller

The meeting was called to order at approximately 5:00 PM at the Bayberry Maintenance Building.

**Public Comments:** None

**GEC Agenda Items:**

- 1) Minutes of the previous meeting (Nov 18, 2019) were reviewed and unanimously approved. Minutes will be forwarded to the Golf Department admin for public posting.
  
- 2) Interim Director Gilmore previewed the Golf Department's approach to league block times for 2020 to be consistent with the NGF report recommendation (no league block times during weekends) which has been endorsed by the GEC as part of its presentation to the Board of Selectman on Dec 10, 2019 and would bring Yarmouth in line with the practice of all other Cape municipal courses. Following the GEC presentation, the Board of Selectman had indicated support of the NGF, GEC and Golf Department recommendation in this matter.

The Golf Department expects all league block times can be accommodated in three days (Tues., Wed., Thurs.) by shifting 9 hole leagues to early back 9 play while 18 hole leagues go off the front 9 at the same time. The NFG report suggestion to use the Bayberry Links for 9 hole league play was mentioned, although it was thought the forward tee yardage is longer than the 9 hole leagues prefer (see note 1 below). Maintaining the integrity of the cap under the Links course is paramount so the Golf Department's indicted their flexibility to shorten the Links forward tee yardage may be restricted.

Past Chairperson Seymour voiced her concern about making changes to the 2019 schedule for the three Sunday morning men leagues (52 tee times), which might suppress 2020 annual fee renewals. While leagues must be open to all members, it was thought most of the Sunday league golfers had full time jobs and may not be able to

play mid-week. The alternative of shifting the timing of Sunday block times earlier or later in the day was suggested. Others noted the leaders of the Sunday leagues can still use the Chelsea system to request linked weekend tee times (with a high probability of Sunday morning placement since they would have relatively low Chelsea points), which would also provide equitable play opportunities for all members who can only golf on week-ends.

The Golf Department will conduct meetings with representatives of all the leagues to finalize the 2020 schedule.

- 3) Interim Director Gilmore provided the GEC with an extensive report covering many topics including YTD financial results, RFP status, gas cart lease status and, wastewater plan impacts.

Financials: Outlook for FY2020 remains positive with revenues up 5.5% and expenses down 1.5% for the first half. Bayberry revenues have already exceeded \$1 million, five months faster than last year and Bass River revenues also exceed the same time last year by 1.4%. The town has approved 4 year leases totaling ~\$130,000/yr for new turf maintenance equipment. While there is an option of purchase the equipment at the end of the lease, the Golf Department finds it more effective return the used lease equipment, avoiding higher costs to repair older owned equipment. GEC member Simon requested a breakdown of the cart fee revenues between daily and annual fee golfers (see note 2 below.)

2020 Memberships: Annual membership sales are off to a good start, with 107 sign-ups through Jan 13, 2020 (see note 3 below). The need for 2020 annual fee rate increases approved by the Board of Selectman seems to be accepted by those who have renewed already. A springtime marketing campaign is being planned to promote membership, highlighting the many changes that will improve everyone's 2020 Yarmouth Golf experience.

RFP Status: The Food & Beverage RFP is being finalized for a targeted Feb 1, 2020 release. The RFP requires bidders to provide services at both courses. The contract is expected to be awarded prior to Mar 15, 2020 in time for the winning bidder to commence operations on Apr 1, 2020.

The RFP for a POS system to replace Chelsea is also underway and is expected to be awarded in time for implementation prior to Apr 1, 2020.

Cart Lease: Three vendors made bids to provide 175 carts (plus range and beverage carts) including upgraded seating, divot bottles, USB ports and course logo. A contract with the winning bidder (New England Golf Cart) is expected to be awarded soon so new carts will arrive by March 2020. The contract includes an option for Yarmouth to return up to 50 carts in the event Bass River is impacted by the proposed tri-town wastewater treatment plan. Cart GPS is not part of the cart lease but contracted separately.

Wastewater Update: There is still uncertainty about the timing of impact of the tri-town wastewater treatment plan, so the Golf Department will defer capital improvements or other projects/actions at the Bass River course that do not have near term payback.

Pace of Play: Consistent with the NGF recommendation to increase tee time intervals to improve pace of play and golfer satisfaction, the Golf Department plans to increase Bass River 2020 tee time intervals by two minutes (9/10 intervals) and Bayberry by one minute (8/9 intervals). This will bring Yarmouth more in line with other Cape municipal courses who use 9 minute intervals.

Credit Card for Annual Fee Payment: Efforts to implement annual fee payment by credit card ran into a number of issues and had to be deferred for 2020.

Expired Credit Book Balances: The value of expired credit book accounts that will be transferred to a capital improvement fund are still being calculated.

USGA/MGA Tournaments: As part of the overall marketing effort to reinforce a premium brand image for Yarmouth Golf, the Golf Department has committed to hosting two national qualifiers (US Senior Amateur, Jul 27 – morning, US Women’s Mid-Amateur, Jul 27 – afternoon with rain date of Jul 28) and one state qualifier (Public Links – Jun 25 morning) at the Bayberry Hills course.

New GHIN System: A new handicap system was implemented nationally on Jan 5, 2020 and is already in use in southern states. The MGA is providing staff training in advance of the start of the local season on Apr 1, 2020 which in turn will help inform the training that will be made available to the ~300 members who maintain a handicap.

Tournament Schedule: The 2020 tournament schedule hasn’t been finalized. The Golf Department has played a minor role in tournament operations in recent years but believes it should increase operational support in the future.

Committee Policy Handbook: Yarmouth has prepared a policy handbook for all town committees; copies will be distributed to the GEC members when it's available.

Glyphosate: Yarmouth Golf Department doesn't use glyphosate. Recent news that the Board of Selectman in Dennis had voted to ban the use of glyphosate on town-owned sites, eff. Jun 2021 at Dennis Golf courses was noted. The evolving impact on customer satisfaction, revenues and expenses of organic weed, fungus and insect control being tried at Hyannis Golf is being monitored.

- 4) Chairperson Deckel led the discussion of questions for the Director of Golf candidates. Several candidates responded to the job posting which closed on Dec 4<sup>th</sup>, including Interim Director Gilmore (who had left the meeting following presentation of his report). Chairperson Deckel will send a draft list of questions to the entire GEC for comments/suggestions (sent Jan 14) and forward a final list to the interview committee. Details about interview process/timing and a target date for appointment weren't available.
- 5) Chairperson Deckel reported several residents have volunteered for service in the seventh unfilled GEC position and Selectman Forest will be scheduling meetings with candidates in the upcoming weeks.

The meeting was adjourned at 7:35pm.

Minutes Approved [date]

Notes:

- 1) The Links forward tee yardage is 2,574; second shortest of Yarmouth's five 9 holes. The USGA recommends forward tees in the range of 2,000-2,100 yards, far shorter than 9 hole yardage at all Cape municipal golf courses.
- 2) The following cart fee revenue data was sent to the GEC on Jan 16 (excl. 6.25% sales tax)

	Bass River	Bayberry
Members	\$69,446.64	\$119,374.92
Daily Fee	\$128,808.16	\$164,396.34
- 3) In 2019 927 golfers paid an annual fee; ~75 additional annual fee members are needed to meet the FY2020 budget of \$950,000.