

**Wicomico Shores Golf Course Advisory Board  
MINUTES  
Wednesday, April 24, 2013**

**MEMBERS PRESENT:** Tom Schumacher, Vice-Chairperson; Robert Collier, Ebie Cooper, David Phalen and Gerald Slagle. Robert Richardson, Chairperson, arrived at 6:15 p.m.

**R&P STAFF AND OTHERS PRESENT:** Brian Loewe, R&P 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. at the Wicomico Shores Golf Course.

**APPROVAL OF MINUTES**

**Jerry Slagle motioned, seconded by Bob Collier, to approve the minutes of January 16, 2013, with the correction that Tom Schumacher was in attendance. Motion carried with all in favor.**

**NEW BUSINESS**

**Superintendent's Report**

Provided in advance by Jim Farren, Golf Course Superintendent

- Greens – have taken longer to fill in this season due to the cool spring and issues with come back after the deep core aerification; this is done every few years. New cups and flags will be out by May 3<sup>rd</sup>.
- Tees – new markers were painted and will be out by May 3<sup>rd</sup>. Staff will core tees within the next two months. Rye and Bermuda grasses are growing in as expected for weather conditions.
- Fairways - are coming out of dormancy and appear to be in great shape. Next season, staff will not cut the fairways beyond September 30<sup>th</sup> and will apply turf growth regulator in late August. This is in an effort to improve the grass on fairways during the winter.
- Future Plans – twelve tree stumps will be removed. Also, staff will paint all trash cans and water coolers by the end of June. Yardage posts will be repainted and reset by the end of June.

**Marketing Report**

Ms. Meyers reported that a lunch meeting to discuss marketing efforts was held on February 13, 2013 with Commissioner Morris, Commissioner Jones, Jerry Slagle, Chuck Bryson, Brian Loewe and Ms. Myers; meeting notes were provided. Ms. Meyers noted that most courses are experiencing a drop in play due to the economic downturn. Ideas and suggestions that were discussed included:

- Establish one or two “special” nights in the Riverview
  - Action: Ladies night on Tuesdays and Men’s night on Wednesdays will begin the week of May 6<sup>th</sup> with the start of both leagues. They will get \$.50 off drinks and \$1 off on appetizers on those evenings.
- Establish Thursday night as “wings” night
  - Action: Wing appetizers will be offered at \$1 off regular price. This is an ongoing offering.
- Establish the first Saturday of the month as “Community Appreciation Day.”

- Action: Draft beers offered for \$1.50 each (regularly \$2.25). Flyers delivered to houses in area to promote this and other specials along with messages on community sign board. Specials to change monthly.
- Update: Flyers distributed at the end of March for April event. No response from neighborhood residents, except those who regularly support the course. Will offer again in the upcoming months and advertise on community event board.
- Work with Center for Life Enrichment to assist in distributing flyers during their scheduled meter reading.
  - Action: Contact was made with the Center on this idea and it was determined that, due to employment by MetCom, this is not an option.
- Work with Community Service workers for volunteers during special events.
- Promote family oriented events (i.e. Easter Egg Hunt, visit with Santa (ongoing), and family golf afternoons. Ms. Meyers expressed concern about the parking and area available for Easter egg hunts. R&P department also holds an egg hunt at the Governmental Center. Staff is in the process of working to assess extra equipment and staffing in order to maintain safe environment during events.
- Junior Golf
  - Currently have plans to promote Junior play free in the month of July when school is out. Also, have Junior Golf Program scheduled for summer months.
- Additional signage on main roads in and out of county.
  - Action: Staff will be contacting private individuals and businesses to see if they are willing to assist in this matter. Will contact State Highway Administration to see if they can assist with state erected signs to add golf course name to existing signs.
  - Update: Staff contacted homeowner on Route 301 for permission to erect sign, but was unable to arrange for this.
- Replace up to three signs currently leased by Mr. Bryson on Route 5 with course signs to help promote location of course and Banquet Hall for up to three months free of charge.
  - Action: Signs to be developed under county policy; may recycle existing signs.
  - Update: Signs are being designed by a graphic designer.
- Replace existing sign at the corner of Aviation Yacht Club Road with a new sign.
  - Update: The sign is currently being designed.
- Establish a “Guest Day” in March and possibly in July for existing Season Pass Holders to bring new patrons to course by offering them a gift certificate to use on specific day. This will encourage new players to play facility.
  - Action: Coupons were sent to existing Pass Holders with renewal bills.
  - Update: Scheduled date for March was not weather friendly. Seven pass holders took advantage of offer. Staff plans to reissue new coupons in the summer. As per Advisory Board request, “Guest Day” will be extended for several days or a week instead on one day.
- Staff has continued to market course through internet advertisement on the Baynet.com, newspaper ads, specialty publications and on Facebook.
- Staff plans to attend St. Mary’s County Hospitality and Tourism meet and greet event in May.

- New Brochures have been printed and ready for distribution.

Jerry Slagel asked if regular dinner specials for the community would be held. Ms. Meyers stated that can be considered; currently, patrons can order off the menu after golfing. Mr. Slagel expressed concern that a patron visited in February to order dinner and was told "the kitchen closes at 8:30 p.m." Mr. Schumacher recommended that patrons should put those concerns in writing as soon as possible so staff can follow up on these types of issues. Bob Collier stated that he and his wife recently had lunch at the restaurant and had a wonderful meal; the service was also great. Mr. Slagel agreed "we have some good help here."

## **FINANCIAL REPORT**

Ms. Meyers provided board members with an Annual Comparison of FY2007 – FY2013 and a Year-to-Date Rounds of Golf, Revenue and Expense Comparison for FY2013 – FY2012. Members discussed the reported and the following items were discussed.

- Net profit is always in the red at this time of the year; however, the fourth quarter is the biggest revenue quarter.
- The operating income from last year was in the red by \$35,073; however, the fund balance enabled the year to end in the black. As previously reported, the refund from the Amusements Tax was \$148,536. This was a one-time adjustment which represented the reimbursement of the Amusement Tax fees previously collected in error.
- The comment was made about needing to reinvest in capital equipment. Ms. Meyers noted that the FY14 budget includes a line item for capital equipment. Mr. Farren has developed a replacement schedule for future fiscal years. That can be provided to the board at the next meeting.
- Mr. Schumacher asked about the cart replacement contract. The board thought it would be beneficial to examine lease vs. purchase, credit for leased carts, etc. Ms. Meyers will provide that information for the next meeting.

Mr. Slagle asked about the plan of action for when Ms. Myers is out on short-term medical leave. Ms. Meyers stated that staff has discussed this and duties will be temporarily reassigned. She is obtaining a lap top computer from the IT Department in order to do some work from home and check email. She will be available via phone and may return to work early, on a part-time basis. Director Brian Loewe will also be assisting as needed.

Mr. Loewe noted the possible Sequestration, weather and state of the economy are all factors to consider when comparing this year to the last few years. The amount of disposable income that people have makes a big difference in golf revenues.

## **OPEN FORUM**

Bob Richardson #8 walkers sign – Ms. Meyers will talk to Jim Farren regarding a sign for tee box placement.

Aerification schedule - greens were not ready for April 1<sup>st</sup> tournament. Ms. Meyers stated that in normal years it would have been fine; they did a more extension aerification this year. It normally takes ten days to recover from the aerification.

Bob Collier had a question about the new Maryland handicap scoring and inputting the nine-hole score. Under the new system players need to change the tees at the bottom; he wants to make sure everyone knows that.

**SCHEDULING THE NEXT MEETING**

The next regularly scheduled meeting of the WSGC Advisory Board will be held on Wednesday, July 17, 2013. This was subsequently rescheduled to July 24, 2013.

**ADJOURNMENT**

The meeting adjourned at approximately 7:15 P.M.

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Kathy Bailey, Recorder (from tape recording)