

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

MEMBERS PRESENT: Robert Richardson, Chairperson; Tom Schumacher, Vice-Chairperson; Robert Collier, Ebie Cooper, Don Nolan, David Phalen and Gerald Slagle.

R&P STAFF AND OTHERS PRESENT: Brian Loewe, R&P Director, Pat Meyers, Golf Course Manager, and James Farran, Golf Course Superintendent.

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

Don Nolan motioned, seconded by David Phalen, to approve the minutes of April 24, 2013; motion carried with all in favor.

NEW BUSINESS

Financial Report

Pat Meyers, Golf Course Manager, referred to the two financial report sheets that were provided to members: 1) May Year-to-Date Rounds of Golf and Revenue and Expense Comparison; and, 2) the Annual Comparison FY07 - FY13 Financial Statement. She noted that:

- Play is still sluggish and rounds are down; this trend has continued since January.
- She has talked representatives from other courses in the area and most are down in rounds.
- June figures are not available at this time.
- Staff is doing a good job holding expenses down.
- Play is down in season pass play and twilight play (which is unusual as twilight is the cheaper rate).
- Outing reservations are about the same as last year.
- There are 15 parties/events on the schedule between August 1st and the end of October.
- Feedback from patrons – the course is in great shape.
- She stated that golf trade magazines warn against too many discounts. One idea would be an August special – pay regular rates for greens fee and cart; play the next round for free or just the cart fee. Will consider giving players the cart fees instead of a round of golf. Ms. Meyers is working with the local newspaper on an ad for this special. A member suggested exploring public service announcements.
- A coupon special was suggested (hot dog, chips and soft drink).
- Monday is the course's slowest day; perhaps an "all service" special day for military (active and retired), law enforcement, fire and rescue, etc. to generate additional play.

Marketing Report

Ms. Meyers provided a marketing update; items included:

- New signs are up at the MD 234 entrance and on the bus shelters. Ms. Meyers noted that ANC Concrete donated the bus shelter space for three months for free.

- The Golf Course website will be updated in the near future.
- Public Information Office staff came out to the Scott Verbic Golf Tournament to take some photos for a video for channel 95.

Superintendent's Report

Jim Farran reported on the status of course equipment.

- No new equipment has been purchased since 2010.
- New equipment is budgeted for FY14; this includes a greens mower and six foot "out in front" type mower.
- A member asked if the course does not show a profit at the end of the year, would the course still be allowed to purchase the equipment. Ms. Meyers stated that these purchases are in the approved budget for purchase; however, staff will evaluate the financial situation again at purchase time.

OPEN FORUM

Ms. Meyers stated the staff at the Golf Course, particularly Jim and Lucy, did a great job in keeping the operation running smoothly while she was out on medical leave.

SCHEDULING THE NEXT MEETING

The next regularly scheduled meeting of the WSGC Advisory Board will be held on Wednesday, October 16, 2013.

ADJOURNMENT

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

Kathy Bailey, Recorder (from tape recording)