

Golf Committee Meeting Minutes

Date: April 14, 2010

Place: Crofton Room, Eagles Nest

Time: 4:00 pm

Committee Members: , Rowland Carlson, Chairman; Dick Bushey, Golf Superintendent; Mark Marshall, Golf Professional; Wayne Murphy, Co-Chairman Tournament Committee; Bill Scanlon, Greens; Flo Marks, Cliff Altschull, Co-Cha absent, Chris Zullo Publicity/Promotion; Cheryl Barresi; Karen Whitcomb, Secretary, Don Larsen. Lyman Drake visitor.

Rowland Carlson opened the meeting at 4:00pm and asked for acceptance of the minutes. The minutes accepted.

Lyman Drake spoke about cleaning up on the golf course, especially cutting of small trees around hole one, also areas around holes 6 and 7. There will be 6 or 7 men and they will meet Monday mornings at 7:30am and continue on Friday mornings.

Old Business:

Volunteer Day, Bill Scanlon reported about 40 people showed up to work on Monday and 20 on Wednesday. He plans to continue this every week, a sign up sheet will be in the Pro Shop.

New Business:

Cheryl Baressi spoke about a new membership contract for weekends. This would be for Saturday and Sunday only starting after 1:00pm. Mark will talk to John Korhonen.

Committees:

Tournament Committee:

Wayne Murphy reported than he is signing up spotters for the Falconer. Dave Loos is in charge of the marshals, Andi Kirchenheiter is in charge of registration and Dick Bandi is in charge of the scoring. A photographer will be there to take pictures. Breakfast will be at the Eagles Nest each day and a box lunch Friday and Saturday. Sunday there will be a picnic at the Pro Shop. Don Larsen is getting the committee together and they will start meeting the 2nd Wednesday of each month at 3:00pm.

Greens Committee:

Bill Scanlon reported that the greens were aerified. Dick Bushey said he was very happy with the new machine. New sod has been put on the 10th tee, next will be number 6.

Promotions:

Chris Zullo reported There is a new afternoon league .

Discussion followed on ways to bring in more new golfers. Mark is working with some realators.

The meeting ended at 5:12pm

Respectfully submitted,
Karen Whitcomb

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Golf Committee Professional Report April 2010

Rounds comparison for 2009 and 2010 from 1 January through 11 April

	2009	2010
Contracts sold	113	103
Non-resident rounds	198	216
Lake resident rounds	584	449
Contract rounds	3553	1791

We are making progress on revenue. With all 18 greens open and good weather, I think we can surpass last year.

Marketing budget is \$4000.00 for the year. I am advertising through Daily Progress, ESPN Radio, and Fluvanna Review. Also, I've partnered with the Holiday Inn in Charlottesville with our brochures available at the front desk, an ad in each room, and front desk personnel recommending Lake Monticello Golf Course to guests. We continue to have an ad in each room of the Best Western Zion's Crossroads and an electronic ad at the travel centers kiosk. We are selling that we are open to the public, have great layout, good conditions, reasonable rates, and quality food and beverage. This will be our major marketing for outside play.

Growing the game efforts will expand in June with clinics for beginning women on Tuesdays, Beginning Men on Thursdays, and a mixed clinic for working folks on Saturdays. Each will be followed by mentoring beginning in July.

Fork Union has turned me down on having their golf tournament here. They have a unique arrangement tying in special memberships and the tournament at Rivanna Resort. Our prices – even discounted as they are, aren't competitive with Rivanna in this case.