

**Wicomico Shores Golf Course Advisory Board**  
**Thursday, April 14, 2011**

**MEMBERS PRESENT:** Don Nolan, Vice-Chairperson; Gloria Tippet, Secretary; Gerald Slagel, Robert Collier, and Wayne Pettit.

**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**

**Gloria Tippet moved, seconded by Robert Collier, to approve the minutes of the March 10, 2011 special meeting. Motion carried 5-0.**

**NEW BUSINESS**

**DRAFT ANNUAL REPORT**

Mr. Rollins referenced the draft Annual Report which was previously provided to Board members.

Wayne Pettit moved, seconded by Jerry Slagel, to approve the draft Annual Report as written and to send the report with a cover letter requesting the option to present it at a later date, possibly this summer.

**FINANCIAL REPORT**

Mr. Rollins referred to the financial report information provided to Board members; this is the same information that will be provided to the BOCC for the upcoming presentation on privatization options on April 26<sup>th</sup>.

Mr. Rollins referred to the report titled "Wicomico Shores Golf Course Financial Summary (FY2000 – FY2011)." The purpose of this handout was to show how the restaurant/banquet facility / golf course has done financially over the last eleven years. A profit was made for all years, up to 2008. To date, the picture looks better than this time last season. Staff feels the loss of approximately 6,000 rounds of golf over the past two years can be directly related to the economy. So far, the course is up 5% in rounds of golf this season. Following management and operational changes made last year, the financial situation at the Riverview has improved considerably this year. Staff is optimistic that the Riverview will break even this year.

Mr. Rollins stated that the presentation on privatization will be scheduled with the BOCC on Tuesday, April 26. He will email the details and the packet of information to Board members. He asked Board members to attend the meeting if possible.

Members expressed concern over the situation at Chesapeake Hills and not wanting that to happen at Wicomico Shores Golf Course.

## **MARKETING REPORT**

Ms. Meyers provided a report on recent marketing efforts. The current advertising budget is \$10,000; only about \$1,800 remains for this fiscal year. Advertisements have been placed in the Enterprise/ Southern Maryland Newspapers for newspaper ads and the wedding guide. Advertising has been running on the County cable channel 95. Ms. Meyers recently met with a marketing professional to obtain some advice on marketing. He said that print ads and radio are still effective if done correctly.

She asked for volunteers from the Board to serve on a marketing committee to help assist with new ways to market the restaurant / banquet room and golf course. Mr. Rollins noted that Shelby Guazzo may be interested in serving on the committee; Patrick Dugan may be interested also. Mr. Nolan noted the idea of contracting with an event planner had been discussed and noted that Patrick Dugan mentioned the need for more internet marketing (enhanced webpage, social media, e-mail lists, etc.). He suggested an open house event would be a good idea. A "Groupon" coupon deal was also mentioned to reach more people; Ms. Meyers stated that may not work in peak golf season; the coupon could add on items with value instead of an actual discount. Mr. Rollins mentioned we might target the Northern Neck of Virginia area for marketing. Gloria Tippettt noted that golf courses she's visited in South Carolina also offer discounts and deals to try and offset the effects of the economy.

Ms. Meyers stated a few email blasts were sent out recently with announcements. The list is being updated as new addresses come in. She would like to get season pass holders on this list. She also worked on some issues with the Facebook page.

Mr. Collier mentioned that a beverage cart might be a nice perk for golfers; however it may be cost prohibitive at this time.

Ms. Meyers mentioned the idea of having a day when season passes holders could bring a guest for free to introduce them to the course.

Mr. Rollins stated the idea would be to get previous golfers to come back and to get new patrons to visit the restaurant and banquet room.

## **OLD BUSINESS**

Ms. Myers provided a summary sheet with information on how the course tracks rounds of golf; Mr. Slagle previously asked for this information. This helps keep staff abreast of which types of rounds are up or down during a given time period. She also explained eighteen hole equivalent reporting.

## **SCHEDULING THE NEXT MEETING**

The next regular meeting of the WSGC Advisory Board will be held on Thursday, July 14, 2011 at 6:00 p.m. Subsequently, another meeting was scheduled for Tuesday, June 7, 2011.

The meeting adjourned at 7:30 P.M.

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Kathy Bailey, Recorder (from tape recording)