



# The Town of Barnstable

## Office of Community Services

367 Main Street, Hyannis, MA 02601  
Lynne M. Poyant, Director  
Office: 508-862-4956  
Fax: 508-862-4782



|   |              |                                 |              |
|---|--------------|---------------------------------|--------------|
| Barnstable Golf (Olde Barnstable Fairgrounds and Hyannis Golf Course) | 508-362-2606 | Marine & Environmental Affairs: | 508-790-6272 |
| Hyannis Youth & Community Center:                                     | 508-790-6345 | Senior Services:                | 508-862-4750 |
| Recreation:   | 508-790-6345 | Veteran's Service:              | 508-778-8740 |
|   |              | Youth Services :                | 508-790-6345 |

### GOLF COMMITTEE

January 14th, 2020  
Called to order at 5:30PM  
Olde Barnstable Fairgrounds Golf Course  
Minutes; APPROVED

|            |                   |         |
|------------|-------------------|---------|
| Roll Call: | GEOFFREY CONVERSE | Present |
|            | JOHN COOKSON      | Present |
|            | RON MATROS        | Present |
|            | KEITH HOCHSTEIN   | Present |
|            | SUSANNE CONLEY    | Present |
|            | KEN MOREY         | Absent  |

ALSO PRESENT: BRUCE MINTYRE, CHRIS WHITE

Chair Hochstein reads statement in accordance with MGL Ch. 30.A.S.20 regarding public taping at meetings- No one responds as taping the meeting

Chair Hochstein reported that he had met with the Golf Committees new liaison Matt Levesque from Town Council. The meeting went well and both parties are looking forward to working together.

Chair Hochstein asked the committee members who would be available over the winter months for meeting. After a brief discussion it was determined that the next meeting will be held in April.

Public Comments; NONE

### **Motion duly made by Geoff Converse to approve the minutes of the December 10th, 2019**

Meeting **Seconded by Ron Matros**

**VOTE: All in favor**

Chair Hochstein discussed the on course volunteer opportunities from last meeting at both facilities. The committee plans on recruiting current pass holders to help on a beautification program for Barnstable Golf.

Town Council Member and Liaison to the Golf Committee Matthew Levesque joined the meeting. Chair Hochstein welcomed Mr. Levesque to the meeting.

Golf Course Marketing programs 2020 -Wayne Malcolm

#### New for 2020 Marketing

Cape Cods Best via the Cape Cod times

-Nomination period runs from January 6 to January 26th please nominate us when you receive an email form Barnstable Golf, voting period to follow after nominations if we make it in PLEASE VOTE

Hyannis Rotary Home and Garden Show

-Sat March 28, 2020 10AM to 5PM and Sun March 29, 2020 10AM to 4PM at the Barnstable High School

We will be raffling off an annual pass during the event from our booth. How to enter details will be available soon.

CTM Media Group- Local Distributer

- Distribute approximately 35k brochures across 189 locations on Cape Cod
- Locations include restaurants, hotels, motels, condos, bowling alleys, local inns, chamber locations and more

CTM Media Group- Best Read Guide Book at 189 Locations

- Summer issues May-August ½ panel ad

Cape Cod Radio – Pixy, Frank FM, Cool 102

- potentially joining the golf card promotion they currently run at Hyannis Golf Course only

Channel 18 Town of Barnstable

- work with the Town staff to create media spots to run on channel 18 and other media platforms

#### Ongoing/Current Marketing

- Cape Cod Chamber Guide, Cape Cod Chamber Planner, Hyannis Chamber Guide, NE Golf Monthly, Cape Cod Melody Tent and South Shore Music Circus Playbill.

- Set up golf packages with prospective hotel/motel partners

- Cape Cod Times various promotions and ads

- Cape Cod Broadcasting online & radio (Country 104, Ocean, 99 the Q)

- Multiple Social Media accounts for both facilities

- Use our email database for events, promotions, conditions and more

- Thrive Expo at the Adult Community Center

- Boston Golf Expo (multiple representatives)

- Portland Golf Expo via the Cape Cod Chamber and Patti Lloyd

- Hotel Services International- Best Western 132

- Cape Cod Chamber seminars and Networking event

Director of Golf Report- Bruce McIntyre

-Bruce gave an update on the 2020 Annual Pass applications and welcome letter that have been emailed. He asked everyone to please check your emails and all your spam folders to set them up to make sure you receive emails from Barnstable Golf. This year email communication will be key for upcoming events, course closures and any other important information. Maintenance attended a very informative seminar at Pinehills given by the Golf Course Superintendents of Cape Cod. The decision packages and capital improvement plans have been submitted for the budget process. We are still waiting on wage salary information from the Town.

Director of Golf Maintenance Report- Chris White

We are back to full strength and doing as much as we can with the mild weather. All the bunkers have been edged at Hyannis and we are now onto Olde Barnstable. I'd like to thank the Structures and Grounds department for bring tucks, equipment and manpower over it has been a huge help. We also working on widow maker trees at both courses that we can handle. We have contacted eversource to help with one at Hyannis on the eighth hole.

#### **MOTION TO ADJOURN duly made BY John Cookson SECONDED Ron Matros**

Adjourn 6: 55 PM

Respectfully submitted

Wayne R. Malcolm

Public files are available for viewing during normal business hours

\*\* Further detail may be obtained by viewing the video via Channel 18 on demand or at

<http://www.townofbarnstable.us/GolfCommittee> \*\*