

Wilmington Municipal GC  
December 2020 Advisory Board Meeting  
Zoom

**Attendance:** Gina, Steve, Dean, Louise, Amy, Fred, David, Matt, Tony, Brian

November Minutes: Dean motioned, Fred Seconded

A representative from Sirius Golf Advisors made a presentation on his rate study for the majority of the December board meeting.

Among the facts he shared with the board

- The growth rate in Wilmington and New Hanover County is higher than the national average.
- The golf participation and average median income are higher than the national average.
- Muni has a low online tee times booking percentage relative to other courses across the nation, but comparable to other courses in the region.
- Cart rates are on the low end of the regional spectrum.
- Muni pays the City \$170-200,000 for administrative services that cost other daily fee golf courses \$30-\$40,000.
- To increase revenue and grow fund balance, Muni must consider higher fees or alternative revenue streams (bar & grill, beverage cart, etc)
- Sirius found the condition of the golf course to be below average compared to other public courses around a similar price point.

Gina, Fred and Brian scheduled a Budget Committee meeting, joined by David to discuss the findings and need, desire for a rate increase in the next fiscal year.

The Board discussed a mission statement for Muni and whether one should be requested from City Council or written by the board and presented to Council.

**Renovation Committee** - Met to discuss color schemes, look at carpet samples, etc. Those samples are located in the clubhouse.

**Marketing Committee** - Is in favor of a beverage cart. Per Sirius it could add \$3-\$7 in revenue per round.

**Pro's Report** - November 2020 was another record month for revenue.

**Superintendent's Report** - Matt and David have discussed the possibility of overseeding the fairways with ryegrass in the fall of 2020. Estimated cost is \$20,000 for seed, \$15,000 for fertilizer and chemicals and \$35,000 in additional maintenance expenses. The new pump station is scheduled to be installed in January. Many of the rounds played at Muni occur in the spring and fall and the fairways would be overseeded (and green) during this periods, generally from October until May, depending on the heat in the late spring.

**New Business** - Sirius also expressed concern about golfers having to cross busy Pine Grove Road four times in one round in four different locations. The board is concerned with the dangerous situation created by the busy road and believes this is a scenario which demands proactive, rather than reactive planning and resolution. A tunnel would be the best solution although quite costly, likely in excess of \$500,000. Louise made a motion that the City needs to make the matter a priority, Brian seconded, all approved.

There have been many complaints about golfers who have handicap flags on their golf carts driving too close to the greens. David said there are no real ramifications for their actions. Board will discuss at next meeting.

The board will elect new officers in January.

Fred made a motion to close and Gina seconded.