

**BEVERLY GOLF & TENNIS COMMISSION  
MEETING MINUTES**

Board: Golf and Tennis Commission  
Date: January 11, 2021  
Location: Beverly Golf & Tennis  
Members Present: Chair William Lowd, Vice-Chair Martin Lawler, Kevin Ascolillo,  
Arthur Athanas, Chad Crandall, Andrew Cooper  
Guests: Bryant Ayles, Mike Collins, City of Beverly,  
Brian Hromadka, OPM, Gerry Sullivan, SSV,  
Michael Zmetrovich, Z-Golf  
Others Present: GFMI Staff – Chris Carter, Steve Murphy  
Recorder: Donna Musumeci

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**Opening Remarks:**

Bill Lowd called the meeting to order and welcomed everyone via zoom.

**Golf Clubhouse Renovation update:**

Brian Hromadka gave an update on the clubhouse design. They are approaching schematic design funded monies and are looking for Grant opportunities. They are still working on some design modifications. Gerry Sullivan updated the group on the windows and how they will be compliant to meet the requirements to be reviewed by the Beverly Historical Commission. There are several options, 1) replace them with insulated windows, 2) use the existing windows, replace the glass with vacuum glass, in this case, we would be able to save many of the existing windows, and 3) familiar to the historic preservation, use low profile storm windows, with the existing windows stripped and cleaned (a popular option with other historic preservation commissions). Which option is still to be determined.

The second item to address was the auto entrance - coming in, driving up around the putting green, and having drop off at the front door, then back out to McKay. The design provides a lot of focus around the front entrance. People can also walk in, and this option is nicer, but we could lose some of the putting green.

Michael Z. was brought in to consult on the design and how it looks for ROI. He feels the elements of the current plan does not maximize the effects of the building. Recommends the entrance for the front be used as the entry for events (see it/visual from McKay Street). He understands the importance of the putting green, and this may reduce it by 20% or moved slightly, but it is important to separate the everyday, i.e., bar and restaurant to attract for events.

Recommendation was also made to renumber the holes on the back nine, so the existing 12<sup>th</sup> hole becomes the 10<sup>th</sup>, and the golfer has to go behind the clubhouse. The benefit is to finish golf in view of the clubhouse. The 18<sup>th</sup> hole finishes with a par three; he advised that there are quite a few golf courses that do this. It would drive more activity and tie people into using the building

more. This would need new course signage. He feels the benefits outweigh the costs, even though this setup could require another starter for hole 11.

Another idea was to make the room next to the fireside part of the restaurant and bar. Change the paradigm for people to come here that are not just golfing. Move all the kitchen prep to the first floor, have the lower floor be space for future use to be determined. He does not think the locker rooms justify the return to have them. Golf was flat till COVID struck and look what has happened. Beverly is at capacity; he recommends reducing costs by eliminating everything on the lower floor. Options are to take out the showers, or keep them with the lockers, but he advised these are good for private clubs. Having these here does not justify the revenue coming in. They would also have to be ADA compliant, and it would be expensive.

Brian summarized:

- 1) Beverly Historic Commission needs to review the building renovation and meets the Secretary of Interior Standards.
- 2) Michael Z. says that golf is #1, but there are missed opportunities on the facility and ability to add revenue. The interior is more desirable for golfers but introducing a new venue for the public with a bar and grill with great cuisine will be a place for both the golfers and the public.
- 3) Two issues that still need to be resolved are the windows and the new entrance.

Bryant Ayles commented overall this is a good job, and advised the price needs to come down, and the revenue generated needs to go up.

Steve Murphy advised we could extend the putting green towards McKay Street to keep it the same size, and the chipping aspect could be lessened. Chris Carter advised there would be a bit of a traffic jam. Consensus of the group was to keep this going and to have the architects make the changes on the outside and inside. Michael Z. will join Bill L. and attend the Parks and Recreation meeting for ideas of revenue and community involvement.

Steve Murphy had Mark Mundgeam do a write up on the course routing change and will send it out to all.

Bill L. advised there are still weekly meetings with the OPM and Architect.

Meeting continues.....

**Minutes:** Need motion to accept the minutes of the December 14 previous meeting.

Chad Crandall: Motion to approve the minutes of December 14, 2021. Andy Cooper seconded. The motion carries (5-0).

**Financial Update:**

All the numbers are good in the budget balance. No charges in December. There are some expenses coming in for course improvements. These related to Hole #1 green.

## **BG&T Site Projects/Status/ Discussion & Updates:**

### **Tennis Courts**

Chris Carter is still working on a plan to replace the water pipes for the tennis courts.

### **Golf Updates:**

#### **GFMI:**

#### **BSC – Wetlands / Golf Course**

Dan Anastas did a report for the Conservation Commission with pictures; he will plan to get in the area as soon as he can weather permitting etc. and will take more pictures of what he will take down to six feet.

Hole #18- Bill Lowd advised that BSC will subcontract Susan MacArthur, and she will put together a proposal. She will contact Mundgeam when we are ready to get going.

Hole #1 – Steve Murphy said it was quite an experience with all the rain but did the drainage all around it. It is sodded and covered right now, and more sod and drainage will be done on the right side in March. We hope to open May 1<sup>st</sup> or May 15<sup>th</sup>.

#### **Golf Carts:**

The electric power to the cart barn; this is still part of the mix. Chris Carter asked what the plan for the golf carts are. Chris is currently soliciting bids for gas, electric and lithium. We have to make a decision by the spring in order to get for next spring. Chris will continue to work on the cart situation.

#### **Golf:**

Ended the year with over 46,784 rounds, best year yet, up 20% over last year. Half the rounds were public, half members. Members consumed most of the prime time. Membership is at 603. GFMI sent a lease payment for next season to the city. Chris noted that COVID has benefited golf for the last few years.

#### **Adjournment:**

Arhur Athanas: Motion to adjourn the meeting, seconded by Andy Cooper. The motion carries (5-0).