

**MINUTES OF THE FEBRUARY 21, 2020 MEETING,  
OF THE COUNTRY CLUB MANAGEMENT COMMITTEE (CCMC),  
HELD IN THE CLUB ROOM, AT THE  
SOUTH SHORE COUNTRY CLUB (SSCC).**

**Members Present: Christine Smith, Chairman, Jack Bailey, Sean Toland and William Friend.**

**Others Attending: Kevin Whalen, Executive Director of the SSCC**

**The meeting was called to order at 10:00AM. The CCMC members present constituted a quorum. This quorum remained present throughout the meeting.**

**The first order of business was a review of the minutes of the January 24, 2020 CCMC meeting. After review and discussion, the January 24, 2020, minutes were approved and accepted by the Committee. Thereafter, the Committee authorized William Friend, secretary/clerk of the meeting, to make any additional corrections to the minutes he subsequently deems necessary and appropriate and to then forward the final corrected minutes to the Town Clerk for posting.**

**The CCMC's approval of the minutes was followed by the Executive Director's Report (the "EDR").**

**Kevin Whalen, SSCC's Executive Director, commenced his presentation of the EDR to the Committee, with a financial review which included a FY 2020 SSCC Budget update. During the course of the Budget review Kevin Whalen noted that SSCC's expenditures, to date, are on pace to end up at approximately \$1.8M for the year, which would be considerably below last year. He followed with a detailed sales revenue report, by department, through February 21, 2020, noting that he was pleased to see an increase in permit holders (approx. 20 new members).**

**Kevin Whalen finished his financial review with information regarding the revised greens fees for the coming season, setting forth the resident (\$75) and nonresident (\$85) weekend rates and the general week-day rate of (\$50) and explaining he will also employ a "dynamic pricing approach", which allows for periodic adjustments in the week-day rate, to draw more golfers in anticipated slow traffic periods.**

**Kevin Whalen also informed the Committee that the SSCC will be hosting an MGA senior women's amateur golf tournament, on August 21<sup>st</sup>.**

**Kevin Whalen continued his EDR with information on the completion of the purchase and installation of the golf simulator software and equipment. He also informed the Committee of his targeted marketing plans for the upcoming golf season, noting that there will be more emphasis on strategically placed internet advertising than in prior years.**

**Kevin Whalen next reviewed the donation requests he had received, since the last CCMC meeting (requests for a foursome or twosome golf round to be included in fundraising auctions or raffles at upcoming charity events). The Committee approved the requests presented**

**Kevin Whalen followed with an update on the proposed new SSCC maintenance facility. He advised the Committee of his recent meeting with Mary Mahoney of Hill International explaining that Mary Mahoney provided him with templates of Owner's Project Manager Requests for Qualification (RFQ) and that he used these templates and other information provide by Mary Mahoney to draft an "RFQ" for the proposed SSCC maintenance facility, which has been forwarded to Town Hall for review.**

**Kevin Whalen concluded the EDR with information regarding the Hingham Ball Field Study, advising the Committee of his meetings with Mark Thorell, Randy and Tom Mayo, in an effort to develop an inter-departmental approach that would enable the SSCC to provide field maintenance for all of the Town's athletic fields. He noted that, as part of this process, he and Jake Silva were developing a plan that addresses the necessary staffing and material costs of the program. The Ball Field Study is being completed by the Hingham Recreation Department.**

**Following the athletic field maintenance discussion, Christine Smith updated the Committee on the status of CCMC's funding request for the preparation of design and construction drawings for a new Town Pool at the SSCC. She opened this discussion with information on her recent meetings with the Town's Board of Selectmen, Advisory Committee and Community Preservation Committee, noting that these committees have given their approval and support for submission of a Town Meeting Warrant, pertaining to the Community Preservation Committee's proposed \$500K funding for the design and construction drawings. A short discussion followed concerning the next steps in the process.**

**Christine Smith next reminded the Committee of their prior discussions concerning UCC1 security forms filed by Vista Verde Corp., the operator of the food, beverage and event facilities at the SSCC, pursuant to a lease agreement between Vista Verde Corp and the Town of Hingham which had been recently extended. She added that the UCC1 filings had led to a request for an up-to-date inventory of the furniture, fixtures and equipment in and on Vista Verde Corp's leased premises and confirmed that Vista Verde Corp had prepared the requested inventory. The inventory, dated 02-19-20, was then presented to and reviewed by the Committee.**

**Christine Smith then provided the Committee with a copy of the final South Shore Country Club Annual Report, which she prepared, with the assistance of Kevin Whalen and William Friend, for inclusion in the Town's Annual Report.**

**Following the Committee's discussion of the matters presented by Christine Smith, on motion duly made and seconded, the Committee unanimously agreed to adjourn the meeting.**

**Respectfully submitted  
By William Friend  
Secretary/Clerk**

.