

BLOOMFIELD TOWN COUNCIL

GOLF SUBCOMMITTEE

There was a regular meeting of the above referenced subcommittee held on Monday, October 26, 2015 at 6:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Rivers, Merritt, Seldon, Jon Colman, Ciaran Carr, Bill Starkie, Mark Mansur, Brad Klein, Greg Sinder

Also present were: Philip K. Schenck, Jr., Town Manager, David Melesko, Director of Leisure Services and India Rodgers, Clerk of Council

Guest: Robert Berman and Vince Paulina

Absent were: Ryan Phelps, Mark Jacobs and Jerry Long

The meeting was called to order at 6:05 p.m.

APPROVAL OF MINUTES

It was moved by Councilor Merritt, seconded by Councilor Rivers and voted unanimously to approve the minutes of August 18, 2015.

STATUS OF PROPERTY

August/September 2015 Monthly Review

Mr. Ciaran Carr, General Manager of Wintonbury Hills Golf Course gave a brief financial review for August/September 2015. At the end of September 2015, the operating cash reserve was approximately \$488,000.

During the months of August and September 2015, there were 27,000 rounds played. However, management reported that there was a decrease of 2300 member rounds and an increase of 1200 public and event rounds.

The course is also up \$72,000 in green fees with a slight decrease in overall rounds.

There was an increase of approximately \$20,000 in food and beverage sales due to outside events occurring at the golf course.

The golf shop inventory shop is fully stocked with approximately \$61,000 in merchandise. The shop is also offering a fall sale and the Men's Club Gift Card redemption.

For the month of September, the course was \$33,000 behind in past sales, however \$66,000 ahead of budget, labor flat with savings in food and beverage.

The course has savings in expenses with maintenance, however an increase of \$12,000 in overall insurance costs and \$10,000 for utility services through Eversource.

Course Maintenance

Mr. Mark Mansur, Course Superintendent and his team finished aeration of the greens in September. On November 16, 2015, leaf clean-up will begin with the blowing out of the irrigation system. It was also noted that the course is out of divot mix for the season. Mr. Mansur will send his crew out to fill in on fairways.

Management also informed the subcommittee that \$10,000 was spent on tree removal. A proposal for additional tree removals will be submitted with the 2016 Golf Course Budget request.

The 2016 Budget request will propose an expenditure of \$11,000 for additional tree removal during winter months and range improvements to include prefab cottage style building. Management will review architectural designs for future usage. The Capital Improvement budget request are due to the Town Manager by December 4, 2015.

Marketing

Mr. Greg Sinder, Regional Marketing Manager gave a brief update regarding the new Net Promoter scoring system.

The Net Promoter Score analyzes the top 4 in the Billy Casper portfolio. The survey data is received through e-mail responses of active users. There have been issues with not being able to respond to e-mail sent with too many or none at all.

The external Database Promotion is an acquisition tool to introduce new golfers who are not currently in the system.

On October 24, 2015, the Toys for Tots donation will benefit Social & Youth Services as well as a check for \$800.00 for low income families in town.

There is a current pass holder e-mail blast promoting new Fall Rates.

OTHER BUSINESS

Carmen Arace Middle School Golf Team

The Middle School Golf Team began instruction for the fall and more students are interested in participating in the program. Currently there are approximately 11-12 students in the program.

Wintonbury Hills Golf Course, in conjunction with the Men's Club purchased 15 sets of golf clubs for students to utilize. Councilor Rivers stated that the Physical Education teachers are on board with the program and have access to SNAG equipment for practice.

The Bloomfield High School Golf Team

During the 2nd Annual Dan Novaar Memorial event, the course raised \$18,000. It was noted that \$5,000 went to the Town of Bloomfield for their juniors program in the school and the remaining amount was given to the First Tee Program of Connecticut.

Mr. Carr also mentioned that all students have participated in the junior programs within the schools were offered jobs at the course during the summer months.

Tennessee Gas Pipeline

Mr. Philip K. Schenck, Jr., informed the subcommittee about the latest discussions regarding the Tennessee Gas Pipeline by Kinder Morgan. He elaborated about the potential effects on the golf course and the only level of authority to approve changes and modifications is the Federal Energy Regulatory Commission.

It was also noted that Eversource will perform a utility upgrade utilize high tension cabling.

Citizens Statements

1. **Vince Paluna**, spoke regarding resident and senior residents rates that are active Monday through Friday (weekday pass). He stated that he is a 9 year resident of Bloomfield and expressed that the public perception cannot differentiate what is a senior rate or not. Management stated that the resident rate would be same as senior rate. They will review marketing materials to clarify the difference if any.
2. **Mr. Mark Lovejoy, 156 Terry Plains Road** expressed concerns over the amount of outings and how they affect pass holder play. He suggested that the website calendar should be post and reflect all events including outings and actual days lost. It was noted that the course had a slight decrease in member rounds during twilight hours.
3. **Mr. Jon Colman, 236 Duncaster Road** suggested a separate complete calendar accessible by the pass holder portal. There have been ongoing issues with event/outings and its availability to the general public. There is a need to continue to have these events to support the course financially and continued nationwide success.

ADJOURNMENT

It was moved by Councilor Seldon, seconded by Councilor Rivers and voted unanimously to adjourn the meeting at 7:10 p.m.