

**BLOOMFIELD TOWN COUNCIL  
GOLF SUBCOMMITTEE**

There was a special meeting of the above-referenced subcommittee held on Tuesday, October 29, 2013 at 6:00 p.m. in Conference Room #2, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

**Committee members present were:** Councilors Leon Rivers, Mark Jacobs and Joseph Merritt.

**Also present were:** Jon Colman, Bill Starkie, Mark Mansur, Matt Fauerback, Ryan Phelps, Billy Abee, Kevin Laing, Ciaran Carr, Philip K. Schenck, Jr., Town Manager and India Rodgers, Clerk of Council.

**Absent were:** Jerry Long and Brad Klein

**Guest(s):** Sam Fried – Audubon International Cooperative Sanctuary Program

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

**Status of Property**

Mr. Ciaran Carr, General Manager of Wintonbury Hills Golf Course presented the monthly report for September to the committee.

The status of the course continues to show favorably for the months of September and October 2013. There great revenue figures for the month of September.

Green fees were \$8,000 over budget, \$12,000 over prior year and \$15,000 over prior year to date. There were approximately 31,000 rounds played this year thus far. Outings sales continue to increase and the majority of outings are scheduled in September. The range figures have doubled in the last two years at \$1,000 over budget, \$1,500 over prior year and \$8,500 over prior year to date. Food & Beverage continues to grow and increase as well at \$10,000 over budget, \$3,000 over prior year and \$18,000 over prior year to date.

It was noted that with year to date income and expenses, the course is receiving additional income and spending less, thus mostly saving in every category. The Net Ordinary Income is \$45,000 over budget and \$93,000 over prior year.

Several promotional events have been scheduled for this coming Fall:

- Pass holder Annual Party will be held on November 8, 2013 from 6:00 – 8:00 p.m. The party will have a Thanksgiving theme this year with sample tasting of Thanksgiving side dishes and pies for sale during the holiday.
- Membership sales have increased by 20%. Early sign up began in late August, early September.

- Labor and operating expenses have decreased as well.

### Maintenance/Course Updates

Mr. Mark Mansur, Superintendent updated the committee on the maintenance details of the course. The course is in excellent shape with greens. The course has had dry weather with playable hard and firm turf.

The aeration the greens have occurred and preparation is underway for next year.

It was noted that there are several ball marks on the fairways. Mr. Mansur indicated that aeration and top dressing to firm up the greens should address some issues. However, communication at the first tee should be enforced to remind golfers to repair their ball marks.

The curbing did not take place during the summer months with the Public Works department due to equipment and personnel issues.

Mr. Mansur also inquired about winter plowing for this upcoming season. He requested clarification of responsibilities for these duties.

Councilor Rivers recognized Mark and his maintenance team for a phenomenal up keep of the golf course.

### Status of Food and Beverage

- The Tap Inn restaurant will sell Thanksgiving pies again this year, which was a huge positive last year for the holidays.
- Meals to go program is being evaluated to possibly include a dining in option with a limited menu. The restaurant is also looking to focus heavily on breakfast and lunch on the weekends during off season. They will continue to advertise programs and specials on the new posted signage.

### Wintonbury Hills Golf Course Cooperative Sanctuary Program

Mr. Sam Fried, Flight of Fancy Adventures, LLC began supervising the Audubon International Cooperative Sanctuary program almost 10 years ago. Mr. Fried has a brief description about maintaining the quality of turf on a continued basis. He stated that the chemicals and water used to preserve the course does not have any negative impact on the soil quality or wildlife habitat at the course. Mr. Fried noted that there is a natural balance and control with the artificial turf at the course as well.

There are 157 different species of birds at the course, of which 50% nest on the course. There are also a variety of mammals that frequent the course such as: bears, deer, weasels, bob cats, foxes, etc. The Audubon International Cooperative Sanctuary program is committed to providing, protecting and preserving an

environment that is friendly to wildlife, without damaging the natural environment or improperly consuming natural resources.

There are several key factors that add value of maintaining the program at Wintonbury Hills Golf Course such as providing an image to the public, displaying a board of certification of a nature sanctuary, messaging on golf carts about various species and embrace what the course has to offer.

The committee agreed that this program and its efforts to protection of wildlife should be communicated to the State of Connecticut – Department of Energy and Environment Protection (DEEP).

### Marketing

Several e-mail blasts have been distributed to pass holders outlining promotional events, annual passes, restaurant special/programs and merchandise sales.

In addition, Management is providing support for increased marketing of the new restaurant with signage and mailers.

### Other Business

Councilor Merritt expressed concern regarding the financial relationship between the golf course and the town, in determining how rates are affected. He suggested that these issues should be addressed in the Finance Subcommittee.

### Adjournment

**It was moved by Councilor Merritt, seconded by Councilor Jacobs and voted unanimously to adjourn the meeting at 6:45 p.m.**