

BLOOMFIELD TOWN COUNCIL

GOLF SUBCOMMITTEE

There was a regular meeting of the above referenced subcommittee held on Monday, March 23, 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 and Seldon, Jon Colman, Mark Jacobs, Mark Mansur and Ciaran Carr

Also present were: David Melesko, Director of Leisure Services, Spencer Healy, Assistant Superintendent of Wintonbury Hills Golf Course and India Rodgers, Clerk of Council

Absent were: Jerry Long and Brad Klein

The meeting was called to order at 6:02 p.m.

APPROVAL OF MINUTES

It was moved by Councilor Merritt, seconded by Councilor Seldon and voted unanimously to approve the minutes of February 23, 2015.

STATUS OF PROPERTY

February 2015 Monthly Review

Mr. Ciaran Carr, General Manager of Wintonbury Hills Golf Course gave a brief financial review for February 2015. The course is on budget with no outstanding issues. At the end of February 2015, the operating cash reserve was approximately \$69,000. As of March 22, 2015, the operating cash reserve was approximately \$45,000. It was reported that there was no income in the month of March 2015.

Mr. Carr contacted Mr. William Hogan, Director of Finance to inquire about requesting additional funding if needed to maintain course operations for the month of April 2015, due to delayed opening. There was brief discussion with committee members regarding the course opening for the season due to the harsh winter and record below temperatures.

Course Maintenance

Mr. Mark Mansur, Superintendent for Wintonbury Hills Golf Course reported that the grounds remains very cold and hard, however the turf in very good shape with no ice damage.

Mr. Mansur stated that is difficult to pinpoint an opening date for the season. The benefit to this course is that it was built with bank grass and is very viable.

There may be a possibility to open the front nine holes depending on weather conditions.

Equipment has been ordered and will arrive in early May 2015. In addition the new golf carts will be delivered in the month of April 2015.

Marketing

The Saint Patrick's Day event held at the golf course on March 17, 2015 was very successful with net profits of approximately \$3000.

On March 28, 2015, the course will host "Around the World" dinner with beer and wine. This event will include a three course meal and dessert. Each course will be prepared with Hooker Brewery's beers and paired with wine from around the world. The cost of this event is \$50 per person.

Wintonbury Hills Golf Course is now registered with accounts on Twitter and Facebook.

The Advantage Card promotion continues with sales for only \$109, which includes one free round and 15% off rack rates all season.

CT Business Expo

Mr. Carr informed subcommittee members that the course will participate in the upcoming CT Business Expo. The cost to attend this event is approximately \$2000, which will be divided with other Billy Casper courses in the state.

The goal of attending this expo is to increase marketing leads to promote the course, corporate outings, food/beverage packages for corporate employees, fitness promotion for employees with various Human Resources departments, etc.

Councilor Merritt suggested reviewing possibilities to promote Economic Development efforts in offering business owners resident rates and corporate memberships.

Mr. Carr also mentioned that the golf course will participate in "Bloomfield Celebrates". During the week-long celebration, management will host a Mayor's Ball to highlight the course to non-golfers and sponsor Food and Beverage through marketing sales.

OTHER BUSINESS

Middle School Golf Team

Mr. Carr reported the Bloomfield Public Schools Superintendent, Dr. James Thompson, Councilor Leon Rivers have been very supported in developing a middle school golf team. Currently, Mr. Carr and the school district are working to solicit sponsorships, local PGA scholarships and grants through the Hartford Foundation for Public Giving to offset costs for this program. The goal of this program is to develop interest and skill set for junior golfers to be involved with this sport.

In the spring, tryouts for the golf team will take place. Junior golfers will receive clubs, shirts and all of the essentials to be successful. There will be a five week summer program for junior golfers. They will receive a junior pass to the golf course as well as parent participation buy in is needed to ensure level of commitment. In the fall, an instructional program will be developed to continue grooming junior golfers skill set.

Mr. Carr will prepare a detailed proposal to the school district. Mr. Mark Jacobs, member of the Golf Subcommittee and the Men's Club at the golf course will provide scholarships to high school students, totaling \$5000. Interviews will be held on March 24, 2015.

It was also noted that Mr. Carr was honored with the CT Section - Bill Strausbaugh Award. This award is presented to PGA members who have distinguished themselves in the field of club relations and dramatic improvements in employment conditions in their local section and/or the PGA of America.

ADJOURNMENT

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