

**BLOOMFIELD TOWN COUNCIL  
GOLF SUBCOMMITTEE**

There was a regular meeting of the above-referenced subcommittee held on Monday, April 23, 2012 at 6:30 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Leon Rivers, Joseph Merritt, Donna Banks and Mark Jacobs, Bill Starkie, Brad Klein, Jon Colman

Non-Committee members present were: Councilor Robert Berman, Ciaran Carr, Ryan Phelps, Billy Abee, Mark Mansur, Tony Hayes, Steve DiBattisto, Kevin Liang and India Rodgers, Clerk of Council. Absent was: Jerry Long

The meeting was called to order at 6:35 p.m.

**Approval of Minutes**

It was moved by Councilor Jacobs, seconded by Councilor Banks to approve the minutes from February 27, 2012.

**Status of Property**

Mr. Ryan Phelps presented the committee with an update regarding March, 2012 financials and overall progress at Wintonbury Hills Golf Course.

During the month of March, the course had exceptional weather.

The green fees well are over budget for the year thus far as well as the Pro Shop doubling in budget.

The Net Ordinary Income (NOI) improved over \$60,000 to budget and \$45,000 over 2011.

**Course Operations**

There were some issues involving Golf Operations which occurred on or around April 15, 2012. Since then, management has reviewed specific policies and procedures, made effective changes and will offer more training in problem areas.

The course didn't close for play this past winter due to the favorable weather. However, the course has been diligent with the budget regarding savings on labor, materials and revenues.

### Maintenance Concerns

There were operational expenses in the maintenance division that was stable. However, labor can be unpredictable. The course did not get moisture due the mild winter and induced stress on the greens. There were agronomic issues due to the lack of rain, which caused elevated sodium levels in the greens. Once the course received the first rain, it flushed away the salt.

Mr. Mark Mansur, Superintendent recommended an information session with golfers regarding course maintenance care.

### Status of Food and Beverage Service

The Meals to Go Program is currently on hold until Fall, 2012, which has increased profits of \$14,000 to prior year in Food & Beverage revenue year-to-date.

A new chef was hired on April 1, 2012, however resigned on April 23, 2012. Management does have a backup plan in place and will begin interviewing new candidates soon. It was noted that the job title may change to Executive Chef.

### Report of Usage/Revenue/Expenditures

Financing for the three new fairway mowers has been completed. The mowers should be delivered to the course by April 25, 2012.

Billy Casper Management is scheduled to transfer \$100,000 back to the Town of Bloomfield.

### Expenses and Labor

Labor is up slightly over prior year but \$5,000 less than budgeted, due to an increase demand.

### Marketing

New Golfer E-Mails are auto generated promoting golfers to return to the course for play. The first e-mail is sent immediately once registered. The second e-mail is sent within 30 days from initial play. The third e-mail is sent to every golfer in the database.

A customer analysis was reviewed of Wintonbury Hills Golf Course. Most of the golfers that played the course one time did not return. These are the golfers that Management would like to encourage for additional play by offering items such as: \$10.00 off or the Advantage Card to increase rounds. Advantage Card sales increased from 13 sold in 2011 to 122 sold in 2012.

A geographic and zip code analysis was also completed and traveling golfers can possible increase marketing details. No season pass holders or outing figures were included.

Wintonbury Hills Golf Course was featured in Golf Business Magazine (National Publication). The course may get the cover due to the restaurant being awarded the “Grille of the Year” by Billy Casper Golf Management.

The course also attended the Connecticut Golf Show this year to gain additional exposure.

### **Parking Lot Lighting**

It has been approximately 1 year since there was an issue with the parking lot lights. The proposal to replace the lighting would give advantages of energy efficiency of brighter and whiter soft lights. There will be a possible savings in operating cost.

Management received a proposal for replacement of the parking lot lights from The Wiring Whiz. This vendor would replace existing 250 watt metal halide lamps and ballast in light poles and install new 200 watt induction type lamp and ballast. There is a 5 year warranty on parts and labor. This vendor would also install out to Tee Box at driving range, trenching by others.

The total cost would be \$4,600.00. It was noted that the town may receive a \$400.00 rebate from CL&P for installing the new induction lamps and ballasts.

**It was moved by Councilor Merritt, seconded by Councilor Banks and voted unanimously to approve the suggested proposal from “The Wiring Whiz” to replace the parking lot lights at Wintonbury Hills Golf Course in the amount of \$4,600.00.**

### **Contract Extension**

Currently, Wintonbury Hills Golf Course is being managed by Billy Casper Golf. The current monthly management fee is \$9750.00. Moreover, Billy Casper Golf currently receives 10% of revenues of proposed threshold of \$1,900,000.

The proposed agreement is to extend the contract for 5 years, valid until June 30, 2018. The monthly management fee would be reduced to \$7000.00 retroactive to January 1, 2012. However, the fee would increase by 3% annually thereafter. Management would continue to receive an incentive in revenues of 10%, however the threshold would change to \$2,100,000.

Billy Casper would also visit the course as pro bono for any event during the summer months.

Councilor Merritt requested a follow up meeting to further discuss the contract and address any questions.

Mr. Brad Klein commented regarding the autonomy to run the course as well as the flexible marketing approach management offers.

**A special meeting to further discussion the Contract Extension with Billy Casper Golf will be held on May 8, 2012 at 6:00 p.m.**

### **Other Business**

Mr. Tony Hayes noted that Mr. Cieran Carr received his Masters PGA teaching accreditation. There are only 158 persons with the prestigious honor nationwide.

The committee also decided that passholders who received 3 gift tickets for early renewals would lose them if they are not used.

### **Adjournment**

It was moved by Councilor Merritt, seconded by Councilor Banks and voted unanimously to adjourn the meeting at 7:15 p.m.