

**BLOOMFIELD TOWN COUNCIL
GOLF SUBCOMMITTEE**

There was a special meeting of the above-referenced subcommittee held on Tuesday, June 25, 2013 at 6:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Present were: Councilors Leon Rivers and Mark Jacobs. Also present were: Jon Colman, Ryan Phelps, Bill Starkie, Ciaran Carr and India Rodgers, Clerk of Council.

Absent were: Jerry Long and Brad Klein

Guest: Robert Berman

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

Approval of Minutes

There was no quorum present to approve the minutes of May 28, 2013.

Status of Property

Mr. Ryan Phelps gave a brief update and review of Wintonbury Hills Golf Course. The average temperature on the course for the month of May was colder than normal. There was some revenue loss due to weather for Memorial Day weekend.

The total revenue was \$40,000 behind current budget and \$15,000 behind prior year. There was a loss in budget for the month was \$58,000 of which \$53,000 was in green fees. There was also a reduction of \$49,000 in expenses over prior year.

The following figures listed below reflect the golf course expenses and savings for May 2013 review:

- \$10,000 in operating expenses in Maintenance
- \$20,000 savings in Maintenance repairs
- \$11,000 decrease in Billy Casper Golf payments
- \$5,000 in Cost of Goods sales
- \$15,000 in Labor expenses
- \$1200 in Golf Shop
- \$20,00 in General and Administrative costs

Maintenance/Course Updates

Mr. Mark Mansur, Superintendent reported that the golf course is in great condition with no disease or issues related to the overall playability of the course.

The Maintenance team recently aerated the greens causing no impact on play. The rainy weather has slightly impacted the course.

The starter podium has been ordered, however the manufacturing company reported that it will take another 5 weeks for installation due to special order.

Overall for the next few summer months, the goal is to make budget for the fiscal year.

The customer satisfaction and feedback received has been great with some negatives regarding golfers not repairing ball marks and divots.

Councilor Jacobs suggested giving customer feedback comments to Councilor Rivers to read at the next Council meeting, informing Councilors and residents of how well the golf course is performing and how of a great investment asset it is for the town.

Mr. Bill Starkie congratulated a young man working at Wintonbury Hills for winning the Caddy Scholarship for \$1,000 over the next 4 years. He also stated that the new intern is a great addition to the operation of the course as well.

It was also noted that the senior golfers need to play faster. It was recommended that the course is designed to play Ready Golf. Most of the committee agreed that the senior golf players need to speed up the pace of play.

Status of Food and Beverage Service

The restaurant is committed to grow and expand the themed dinner nights. The themed night entitled “Scotch & Cigar” dinner, scheduled for Friday, June 21, 2013 was cancelled due to the lack of participants. A luau night is planned for Sunday, July 14th to attract families and golf free after clinic.

The new signage for the Tap Inn Restaurant will be installed the week of June 25, 2013. Management would like the sign to be placed closest to the road entrance. The sign can also be interchangeable to promote special events and specials.

Councilor Jacobs also inquired about the cost of food in the restaurant. He stated that some golfers have expressed an issue with the prices being somewhat expensive.

Marketing

Several e-mail blasts have been designed to promote the Tap Inn Restaurant. Several upcoming events for promotion include a Summer French dinner paired with various wines.

In addition, on Monday, August 12, 2013 Wintonbury Hills will sponsor the World’s Largest Golf Outing supporting the Wounded Warrior Project. Of the 100% team donations, \$5.00 of every registration fee will be given to the Wounded Warrior Project.

During the July 4th holiday, the Advantage Card will be on sale for \$89.00. Promotions for the Golf Shop will include a Red, White and Blue sale for golf merchandise.

Management may introduce new marketing strategies to sell additional rounds.

Other Business

Adjournment

It was moved by Councilor Rivers, seconded by Councilor Jacobs and voted unanimously to adjourn the meeting at 6:50 p.m.