

BLOOMFIELD TOWN COUNCIL
GOLF SUBCOMMITTEE

There was a regular meeting of the above referenced subcommittee held on Monday, August 18, 2015 at 6:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Rivers, Seldon Jon Colman, Mark Jacobs, Ciaran Carr, Bill Starkie

Also present were: David Melesko, Director of Leisure Services and India Rodgers, Clerk of Council

Guest: Robert Berman

Absent were: Councilors Merritt, Jerry Long, Brad Klein and Mark Mansur

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

APPROVAL OF MINUTES

It was moved by Councilor Seldon, seconded by Councilor Rivers and voted unanimously to approve the minutes of June 22, 2015.

STATUS OF PROPERTY

June/July 2015 Monthly Review

Mr. Ciaran Carr, General Manager of Wintonbury Hills Golf Course gave a brief financial review for June/July 2015. The month of June 2015 was the highest gross in revenue with an increase of 613 outing rounds over prior year. The course is also up \$18,000 in green fees, \$25,000 in the driving range and F&B \$19,000 over prior year.

The weather for the past month was approximately three degrees cooler than prior year, net gain \$40,000 increase over prior year.

For the month of July, there was a \$32,000 increase over prior year in green fees, \$24,000 in the driving range and an overall \$33,000 increase noted for prior year. The weather was approximately one degree warmer in July. By the end of the month, the course was \$39,000 ahead of prior year, the Net Ordinary Income is \$53,700. The golf shop inventory is fully stocked and valued at \$60,000, \$44,000 ahead in income prior year and \$51,000 in Cost of Goods adjustments year to date. There was a slight increase in a golf membership/pass holder for the season.

The revenue forecast for the month August is projected to come in as the highest on record for the course.

At the end of August 2015, the operating cash reserve was approximately \$232,872.

Course Maintenance

Mr. Cieran Carr reported that Mr. Mark Mansur, Course Superintendent and his team will aerate the tees and fairways in September.

Marketing

Mr. Carr stated that August 2015 is forecasted to be the strongest ever at Wintonbury Hills Golf Course. After review of several courses in the region, Wintonbury Hills exceeds revenue and increased play areas: special events and outings, normal play and food and beverages sales over \$10,000.

In regards to marketing of the course, Mr. Carr presented the following special updates:

- Beat the Heat – two for one and early bird promotions
- Balkun Brothers will perform on August 30, 2015 - All you can eat buffet
- 2nd Annual Dan Novarr Memorial Event – September 26, 2015

OTHER BUSINESS

Carmen Arace Middle School Golf Team

All clubs are in and instruction will be ongoing for participating students. There are a total of fifteen children who were chosen to participate with this golf team. Of the fifteen chosen, only six children picked up their clubs and the nine remaining did not pick their clubs.

Councilor Seldon expressed concerns about kids not picking up their clubs.

Councilor Rivers discussed a possible option for bus transportation for children to be picked up on time and will re-advertise for participation and interest in the game as well.

The goal is to attract more town residents to play golf as an incentive to utilize the best ranked municipal golf course in the country.

Capital Improvement Concerns

Mr. Carr presented several concerns regarding capital improvements to the clubhouse. The current ice machine (3rd replacement), range building, which includes dry rot, mold, code violations.

It was moved by Councilor Seldon, seconded by Councilor Rivers and seconded by

Mr. Mark Jacobs suggested to management in finding another estimate to replace dry rot, and the total cost to build a new range facility.

Mr. Jacob also stated that he would like to review statistics for this fiscal year 2016 versus in FY 14/15 and FY 15/16. He also inquired about any revenue projections for FY 2016. In addition, Mr. Jacobs inquired about the amount of days golf was not played and how that is configured into revenue estimates. During the winter months, management mentioned the negative cash flow in the months of November, December, January and February.

He also inquired about the operating cash coming back to the town budget for this upcoming year.

Mr. Ryan Phelps stated that business has increased due to the closing of Gillette Ridge. He also stated that the general budget is comprised of a 3 year average.

Mr. Leon Rivers discussed the option to develop a capital improvement fund and ear mark a certain amount from revenues to make improvements to the course, i.e. endorsing a new clubhouse to accommodate indoor events.

There was a brief discussion among committee members regarding operating cash reserves and a revolving account of year end and revenue estimates.

ADJOURNMENT

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