

**BLOOMFIELD TOWN COUNCIL  
GOLF SUBCOMMITTEE**

There was a regular meeting of the above-referenced subcommittee held on Monday, September 24, 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 and Mark Jacobs, Brad Klein, Jon Colman. Absent was: Phil Starkie and Jerry Long

Non-Committee members present were: Councilor Donna Banks, Mark Mansur, Billy Abee and India Rodgers, Clerk of Council. Absent was: Ciaran Carr

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

**Status of Property**

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

The course has had a reduction in revenues to budget and prior year (given the increase in rounds) is nearly all annual pass related. The budget was missed by \$65,000 and prior year \$53,000 year to date. The figure totals approximately 20 annual pass holders. Management continues to work diligently with renewing memberships with Wintonbury Hills.

Despite the reduction in these figures, the rounds and green fees have increased.

Councilor Jacobs inquired about the justification to outline \$53,000 loss in annual pass holders, is it relative to play to make up the shortfall. It was suggested to reduce the overall goals for the average pass holder and review the profitability. Management may consider offering possible incentives to annual pass holders in other areas. This loss can be repaired with higher priced rack times.

Mr. Jon Colman suggested re-thinking the marketing focus on daily play.

Mr. Brad Klein inquired about the frequency and times of play for annual pass holders.

## **Course Operations**

### *Maintenance Update*

Mr. Mark Mansur, Director of Maintenance updated the committee regarding course conditions. On October 15, 2012, staff will begin aerating greens entering fairway and tree surfaces. The course is a pure bank grass system, minimizing the ability to attract poa. The maintenance staff will also begin fertilizing and top dressing trees to minimize surface draining issues.

Mr. Klein updated the committee on the plan to have volunteer consultant for tree replacement on the course. However, the Council decision to support the Filley Pond project through fundraising efforts is not clear at this time.

## **Status of Food and Beverage Service**

The restaurant is status quo this time.

## **Report of Usage/Revenue/Expenditures**

The operating cash balance is approximately \$228,000. September is typically the last positive cash flow until the new season begins in May, 2013. The Pro Shop inventory balance is \$67,000.

The Food and Beverage inventory is \$14,000 (\$5,000 in liquor/\$9,000 in food sales)

There will be 2 large outings during the month of September, 2012 that will generate needed income.

## **Marketing**

The Fall 2012 promotion has begun, to purchase now and golf FREE for the remainder of the season.

Mr. Phelps addressed the Geographic Analysis report for Winton bury Hills. The report is consistent with playing habits of players in the top 10 zip codes surrounding the course. The number customers analyzed are compiled in the database for e-mail alerts outlining major advertisement for play. It was noted that there were no significant differences since 2011/2012.

The SNAG (Starting New at Golf) Program in Bloomfield School schedule has been finalized.

Councilor Rivers updated the committee regarding the development of the after school program and P.E. program for SNAG.

Mr. Ciaran Carr, Masters Pro will train all Pre-K -12 physical educators on the operation of SNAG. Every grade level from Pre-K-Grade 8 will teach golf as part of the school curriculum. The goal is to establish a “golf club” at the Middle School in the fall. The course would also like to sponsor a family day in the spring with parents and children playing at Wintonbury together.

The committee is in full support of the program in maintaining staff levels at the course in order for the General Manager to train P.E. staff. The Board of Education will consider assisting with necessary costs if additional staff is needed.

### **Other Business**

Councilor Merritt inquired about the savings if the restaurant hours were reduced during winter months. Mr. Colman stated that it would be a burden on management to locate another qualified Chef for 10 months out of the year during golf season. However, management will research and report the impact of possibly closing the restaurant and cost savings at the next scheduled meeting.

### **Adjournment**

It was moved by Councilor Merritt, seconded by Councilor Banks and voted unanimously to adjourn the meeting at 7:05 p.m.