

TOWN OF BLOOMFIELD GOLF COMMITTEE

There was a regular meeting of the above-mentioned committee held on **Wednesday, August 27, 2025, at 6:00 p.m.**

Committee Members

Attendance: Bradley Klein, Lynette Easmon, Robert Berman, Jonathan Colman, Frank Merblum

Absent: None

Quick recap

The Golf Committee meeting reviewed the Wintonbury Hills golf course's financial performance and marketing metrics, noting strong revenue and growth in digital engagement. Updates were provided on key initiatives including a new booking engine, abandoned cart functionality, and various maintenance projects, with discussions around contract terms and liability concerns. The conversation ended with discussions about capital projects, including roof inspections, irrigation systems, and bunker renovations, along with plans to review the golf course budget and restaurant operations.

Summary

Wintonbury Hills Golf Performance Review

The Golf Committee meeting reviewed the Wintonbury Hills golf course performance for July, noting strong revenues of \$470,000 against a budget of \$383,000, with total rounds exceeding budget by 700. Dennis reported the course was in great shape despite weather challenges, while marketing updates showed website traffic up 32% year-over-year and social media growth of 82% compared to the previous year. The USGA site visit was completed on August 20th, and the resident day event saw 51 rounds played on July 1st.

Booking Engine and Abandoned Cart Updates

Steve Howard presented updates on two key initiatives: a new booking engine and abandoned cart functionality. He explained that Wintonbury Hills' rates are being mirrored on Troon.com without discounts, and revenue tracking shows this is generating incremental bookings. Steve also detailed a new white-labeled booking engine with improved user experience, including abandoned cart notifications and the ability to share

tee time confirmations with other golfers, which is being rolled out at other courses with promising results. The group agreed to either receive a screen recording demo or conduct a live demo during the next meeting.

Golf Course Updates and Video Review

The committee discussed reviewing a video for potential distribution, agreeing to watch it before their next meeting to address any questions or concerns. They also reviewed updates on the golf course, including plans for Resident Day and the need for better marketing. The RFP for golf carts has been submitted and is awaiting legal review, with a deadline for responses set for the end of September.

USGA Green Section Course Evaluation

Dennis reported on a recent USGA Green Section visit, where a consultant evaluated the course and found the turf to be healthy despite some brown spots likely due to underwatering. Dennis explained that the consultant performed a fractional soil analysis, which revealed differences in soil composition across core samples, helping to identify areas needing improvement. The discussion concluded with concerns about tee boxes, particularly on holes 3 and 7, where small sizes and heavy usage were causing maintenance challenges.

Management Contract Review and Updates

The meeting focused on reviewing and updating a management contract that expires at the end of the year. David presented redlined changes, including updating terms, adjusting the minimum fund balance to \$250,000, and maintaining biennial agronomic evaluations by an independent third party. Chris and Alex agreed to provide a winter cash flow analysis to justify the higher fund balance. The group discussed keeping the strategic business plan requirement and ensuring IT services are up to date. David expressed hope to move forward with the attorney if the committee agrees to the changes.

Golf Course Security

Ciaran discussed the potential installation of remote cameras around the golf course to address issues with unauthorized walkers but noted concerns about increased liability if the cameras were monitored.

Contract Terms and Revenue Alignment

Brad emphasized the importance of locking in contract terms before November 4th or 5th to avoid potential complications, expressing a preference for a calendar year calculation

over a fiscal year to align with the golf course's operational cycle. He noted that while the current gross revenue is around \$2.5 million, the exact figure for the past five years should be verified to determine the appropriate starting point for the new contract. He also proposed simplifying the compensation structure for the management company, suggesting a base monthly fee of \$9,000 with a 2% annual increase, and a bonus of 10% of the margin over \$2.5 million, not exceeding 40% of the annual management fee. Chris acknowledged that the incentive calculations are currently based on a calendar year and agreed that the impact on the bottom line would be minimal, suggesting that the focus should be on ensuring a fair starting point for the new contract.

Contract Liability and Marketing Review

The group discussed contract terms, focusing on off-season walking policies and liability concerns. Bob raised questions about liability for winter walking paths and the implications of posting signs, noting potential legal complications. Chris suggested that since they act as the town's agent, they would all be liable if something happened. The team also reviewed a clause about sharing marketing database information with the town, deciding to review it further to understand the opt-out provision.

Capital Projects and Infrastructure Assessment

The meeting focused on several capital projects and maintenance issues. David discussed the need to evaluate the roof condition of a building, suggesting that an inspector be sent to assess whether a new roof is necessary. He also addressed the rising costs of irrigation systems, estimating a future cost of around \$3.5 million, and emphasized the importance of starting work on bunker renovations soon due to budget constraints. Chris explained that Troon's in-house team could handle the design work for the bunker project, with minimal additional costs. The group also discussed the condition of bridges, deciding to replace boards as needed, and briefly touched on the Omichinski lot, which they determined was not currently needed for overflow parking.

Golf Course Budget Review Meeting

The Finance Committee will review the golf course budget tomorrow night, including a proposed \$5 increase for walking resident rates and \$2 for car rates. David noted that resident rates haven't been raised in 23 years and questioned whether the current \$25 rate for 9 holes should also be increased. Jon discussed the need to review the restaurant's operations, particularly its inconsistent hours, with Jon suggesting fixed hours would help attract more customers. Chris acknowledged the need for consistency but emphasized the importance of flexibility based on weather and usage.