BLOOMFIELD TOWN COUNCIL  
GOLF SUBCOMMITTEE

There was a regular meeting of the above referenced subcommittee held on Monday, July 22, 2019 at 6:00 p.m. in Council Chambers, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Deputy Mayor Rickford Kirton, Councilor Kevin Gough, Ciaran Carr, Greg Sinder, Kevin Laing (in at 6:25 p.m.), Ryan Phelps, Rosemary Gunning and Lynette Easmon

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

Absent were: Councilor Joseph Merritt, Bradley Klein, Jon Colman, Ryan Phelps, Rhoan Stewart, Byron Lester, Gregory C. Davis and Robert Morisse

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

Wintonbury Hills Golf Course – Monthly Activities and Financial Report

Mr. Ciaran Carr, General Manager of Wintonbury Hills Golf Course presented an update of golf financials and course operations for June 2019.

The month of June was really good weather for the golf course. The course is slightly behind budget for revenues and public rounds for the month. However, event rounds continue to be strong and were up by 1122 for the month of June. It was noted that public rounds decreased by 489 over prior year. Overall, the total rounds decreased by 190.

Total revenues year to date is up approximately $17,000 for June. The Total Cash and Short Term Investments is $383,512. Some of the contributing factors in increases in revenues include the Golf Shop and Food/Beverage sales within outing fees. Payroll continues to be under budget. The Non-Payroll expenses have a slight increase due to chemical invoices for grounds maintenance. The Net Ordinary Income was $55,000 and missed budget by $20,684.

Mr. Carr gave a brief update on golf course conditions. There were some areas that were stressed due to no rain on dormant bank grass.

He also noted that there was a $26,000 payroll savings in maintenance due to a Mechanic vacancy. This cost savings was offset with in house maintenance repairs as well.

Discussion regarding the Golf Cart Lease 2020 (GPS – Car and Traffic Controls, Food Ordering, Live Scoring, Pace of Play, Maintenance records)

Golf Management will continue to explore Golf Cart lease quotes for fleet replacement. There are no firm quotes as of yet. The existing golf cart lease ends March 2020.
Management are reviewing preliminary quotes to include GPS models that may be more cost effective with several a la carte options. There are three vendors under review. Mr. Carr mentioned that golf cart samples will be requested from each vendor to test. He noted that most carts now have lithium ion batteries with new technology, however they can more expensive to lease.

The cost of the current cart fleet is $105,000 per year for 75 carts with beverage cart ($65,000 per year for physical cars and $40,000 per year for GPS cost).

There was a brief discussion regarding the possibility to charge golfers for a la carte option for GPS system if requested.

**Discussion regarding New Machine Quotes**

Mr. Carr also gave a brief update regarding the purchase of a new Range Machine. He presented three quotes from:
- Range Servant America, Inc. – nicer machine ($19,829)
- Wittek Eagle One - ($14,869)
- Easy Picker Golf Products – most economical ($13,493)

The golf course would like to purchase and replace the range machine for Spring 2020. It was noted that all of the machines are credit card compliant. Management has plan to utilize their own internet bridge for connections.

Mr. David Melesko, Director of Leisure Services inquired on the warranty on the actual machine. Mr. Carr will double check and report back to the subcommittee with details about warranties.

**Discussion regarding Resident vs. Non-Resident Analysis**

**Discussion of NPS Review, Reputation Report via online and Survey Data – Greg Sinder**

Mr. Greg Sinder, Director of Marketing for Billy Casper Golf gave a brief status update on the Net Promoter Score for Wintonbury Hills. The Net Promoter Score monitors and tracking customer feedback about their experience when visiting Wintonbury Hills. The golf industry standard is 35% and within the Billy Casper portfolio, Wintonbury ranks at 37.2% in 2019, the second best NPS score in the Northeast Region of 20 courses.

In addition, as of July 22, 2019 Wintonbury Hills is #9 for 2019 in the Billy Casper Golf Portfolio. This is a strong reflection of high quality product. The customer comments were overwhelmingly positive. However, there were quite a comments regarding pricing.

There was a brief discussion about pricing vs. value of a golf course. Mr. Sinder noted that Wintonbury tracks those individuals who complain about the price. However, they still come back to play, because it is a destination course.
Councilor Gough inquired about rounds relative to resident vs. non-resident status. The figures have been low over the years with evaluation data of only ½ year calculations. He asked if the course should consider reducing the rates for residents to increase overall play.

**Discussion regarding “Bring an idea to the table” – Open discussion – R. Gunning**

Mrs. Rosemary Gunning asked about increasing competitive play with an offer for a Couples League on Friday nights. She mentioned possibly offering discounts in the restaurant and more Nine and Dine events.

In addition, it was suggested that Wintonbury participate and promote the course at other community events in town to increase more resident participation.

The subcommittee discussed various ideas such as:
- Conducting small surveys in the Town Newsletter publication and include contact information
- Putting contest for more family interaction at the course
- Fun Day at the Golf Course with food and kids entertainment

**APPROVAL OF MINUTES**

The subcommittee deferred the approval of minutes until the next scheduled meeting on August 26, 2019.

**ADJOURNMENT**

It was moved by Councilor Gough, seconded by Deputy Mayor Kirton and voted unanimously to adjourn the meeting at 7:00 p.m.