There was a special meeting of the above referenced subcommittee held on Monday, October 28, 2019 at 6:00 p.m. in Council Chambers, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Joseph Merritt, Kevin Gough, Deputy Mayor Rickford Kirton (in at 6:30 p.m.), Ciaran Carr, Kevin Laing, Ryan Phelps, Steve Howard, Greg Sinder, Mark Mansur, Bradley Klein, Rosemary Gunning, Jon Colman, Lynette Easmon and Robert Morisse

Also present were: Robert E. Smith, Town Manager, David Melesko, Director of Leisure Services and India Rodgers, Clerk of Council

Absent were: Rhoan Stewart, Byron Lester and Gregory C. Davis

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 September 2019.

The month of September met budget and continued the same trend of generating increased revenues within this season for the golf course. There was an increase in public rounds of 2,378 for the year. The course is trending very well for the month of September thus far.

Total revenues year to date increased $238,367 over prior year. The Total Cash and Short Term Investments is $625,531. Some of the contributing factors in increases included revenues in the Golf Shop and Food/Beverage sales within outing fees. This increase was approximately $85,960 for 2019. Payroll continues to be under budget of $7,500 for 2019 to budget. The Net Ordinary Income was $23,202 over prior year for September.

Mr. Mark Mansur, Course Superintendent gave a brief update on golf course conditions. Mr. Mansur stated that the course is status quo with great golfing weather. However, the summer months were challenging due to the heat for the course since its opening. Mr. Mansur and his team decided to wait to aerate greens and are currently performing regular maintenance on the course with cutting and leaf collection.

September Marketing

- WMGA Charity Drive
  - Monetary donation of $1,063 to the Bloomfield Food Bank
- Toys for Tots - Sunday, October 27, 2019 (this event was cancelled due to rainy weather)
  - 50 golfers registered and toys were donated to Bloomfield Social & Youth Services -Season of Giving
- Black Friday Scramble - Friday, November 29, 2019
Discussion regarding 2020 Proposed Fees

Mr. Steve Howard Regional Director of Sales and Marketing from Billy Casper Golf a pricing analysis regarding the 2020 proposed fees.

The goals for the 2019 Pricing Analysis included:
- Review potential areas to optimize pricing to maximize course APR and utilization
- Assessment of resident play to continue to attract Bloomfield golfers

After review of price analysis data concluded that overall pricing is on target. Golf Management is proposed a few adjustments based on player behavior. (Example: increase in weekend afternoon play). They are proposing adding in a new rate block to smooth out utilization for the day.

It was noted that year-to-date, there are 715 Bloomfield residents played Wintonbury. However, only 118 took use of the Advantage Card program for discounts.

Golf Management is recommending an adjustment the resident option to encourage more play. In addition, the current proposal is a lower resident pricing and eliminate the Advantage Card buy-in to encourage more infrequent resident golfers to come and play.

Mr. Howard reviewed the current weekend utilization rate. The utilization increase was driven by the twilight price decrease. The weekend afternoon is underutilized except for 3:00 p.m. tee time.

Mr. Howard presented the 2020 proposed rate strategies:
- Introduction of a new time break
- Mid afternoon rate will be higher than historical moonlight but start an hour earlier
- Blending twilight and moonlight from 2-5 appeals to both time and price sensitive golfers playing weekend afternoon

Mr. Morisse inquired about the following items:

1. Pricing differences with the Advantage Card, Senior Rate and Resident Rate
2. What is the financial impact in 2020 than now? It was noted that there may be a potential loss of $5,000, if current play patterns remain
3. What percentage of residents are pass holders?

Councilor Merritt commented Passholder rate and Resident/Non-Resident and differencing in price/$5 per round across the board - pay as you go.

Councilor Gough commented on changing pricing structure to attract more residents. He also inquired about if this price reduction enough to cause change? It was also noted that changing rates would be at or below other area competitive courses.
This item was deferred to the Finance Subcommittee for further discussion and review. It was suggested to develop a budget off or proposed fees and present in total.

**Discussion regarding Golf Cars**

Golf Management decided to select and compare two vendors, Easy Go and Club Car. Both vendors have varied option for cart control with GPS systems. They are currently negotiating the best rate with full GPS or not.

Mr. David Melesko, Director of Leisure Services along with some subcommittee members will test the new golf cars and finalize a report to be presented.

**Discussion regarding the 2020 CT PGA Championship**

Mr. Carr informed the subcommittee that the 2020 CT PGA Championship is interested in Wintonbury Hills for their tournament in early May 2020. It is a 2 day tournament with approximately 50 to 60 golfers participating. Mr. Carr noted that hosting this event would benefit and bring prestige for the course. He also stated that any loss in revenue is nominal because this event will be held May right after the course opening for the season.

Councilor Gough suggested a major campaign to ramp up publicity this event.

**Discussion regarding On-Course Portable Toilets**

Mr. Melesko gave a brief update on the status of having on-course portable toilets. He met with golf management and directed Billy Casper to identify the most appropriate location and style of unit for the course. It is most desirable to have a single unit with possible location by hole #15 with a privacy screen.

**Discussion regarding Golf Course/Promotions**

Mrs. Rosemary Gunning suggested that someone or a subgroup of individuals of the Golf Subcommittee should be in charge of promoting the course with community events, tournaments, etc. This group can be comprised of town staff, committee volunteers and golf management.

**Discussion regarding the November/December Golf Subcommittee Meetings**

It was recommended to cancel both November and December 2019 due to the holiday schedule. The subcommittee decided to schedule a tentative date for a Special Meeting on December 9, 2019 at 6:00 p.m.
PUBLIC COMMENTS

There were no public comments.

APPROVAL OF MINUTES

It was moved by Councilor Gough, seconded by Deputy Mayor Kirton and voted unanimously to approve the minutes of June 24, 2019 and July 22, 2019 with noted corrections.

ADJOURNMENT

It was moved by Councilor Gough, seconded by Deputy Mayor Kirton to adjourn at 7:15 p.m.