

**THE GUILFORD LAKES GOLF COURSE COMMISSION**  
**REGULAR MEETING**  
**Tuesday, March 17, 2020 at 6:00 pm**  
**CALL IN ONLY**

Attendees: Chair Brittany Mirles, Robert Cuozzo, Patrick Pascale, Cathy Provencher, Chris Hodgson, Steve Berry  
Absent: Eric Hedberg, Laura Hartmann  
Others: Brian McGlone, Economic Development Coordinator, Ted Tighe, GLGC Superintendent, Mark Erwin, Fairways Driving Range

**Chair Brittany Mirles opened the meeting at 6:00 pm.**

**1. Public Forum**

None.

**2. Fairways Driving Range Proposal Discussion – Guest Speaker**

Mark Erwin from Fairways Driving Range was in attendance to discuss with the Commission a cooperative agreement with the Guilford Lakes Golf Course. He discussed his original proposal of offering \$125 membership with the 1<sup>st</sup> large bucket of balls free (100 balls) plus use of grass tees included in the membership, additionally \$2 off subsequent large buckets and \$1 off medium and small buckets. This is a \$55 savings. Another offer discussed was an eight large bucket discount with a savings of \$27 for non-members. In reviewing these offers, he said that the perspective number of members (estimated at 10) was smaller than he anticipated and does not feel it would be advantageous to either the GLGC or the Driving Range. He then proposed that each entity advertise at each other's establishments with Banners promoting their own business and offering some type of promotional discount. In addition to the Driving Range's Branford Facility they have one at the beach in Old Lyme which they would hang a banner there as well.

Chris Hodgson asked if he would require minimum participation in the discounted memberships. Mark said he preferred it be offered to all season pass holders of the golf course. Mark said they offer a similar deal with the Madison Country Club and have approximately 30-40 participants.

Steve Berry commented that if we add \$125 to the membership rates would equate to an 8% increase and would not recommend it.

Brittany Mirles asked how Fairways differentiates members from Madison Country Club. Mark explained that they sign up and pay Madison for the membership; email a list of members to the Driving Range and transfer the funds. The Driving Range then issues each member a membership card.

Mark told the Commission that in March 1,400 people attended the driving range. He suggested that we could promote his 2 PGA members, their full pro shop with custom club fittings. He has an email list of members of approximately \$650 that the GLGC could reach out to. His season is 22 weeks, similar to GLGC.

Pat Pascale commented that he liked the promotional mode rather than memberships.

Chris Hodgson said that the Commission needs to decide on what level of affiliation they wish to pursue.

Mark proposed he come back again to speak to the Commission when they are ready. He then left the meeting.

Chris Hodgson asked Commissioner Bob Cuozzo to follow-up with Mark on pursuing Plan B; promotional affiliation.

*Motion made by Chris Hodgson to move forward with promotional affiliation with Fairways Driving Range (Plan B). Seconded by Phil Maltese.*

*In Favor: Robert Cuozzo, Patrick Pascale, Cathy Provencher, Chris Hodgson, Phil Maltese, Steve Berry, Brittany Mirles*

*Abstain: None*

*Opposed: None*

### **3. Approval of the Meeting Minutes**

#### **a. February 4, 2020**

*Motion made by Chris Hodgson to approve the February 4, 2020 Meeting Minutes as written. Seconded by Robert Cuozzo.*

*In Favor: Robert Cuozzo, Patrick Pascale, Cathy Provencher, Chris Hodgson, Phil Maltese, Steve Berry, Brittany Mirles*

*Abstain: None*

*Opposed: None*

#### 4. Superintendent Report

- 5 Season Passes have been sold
- Clubhouse work has begun. Completed are insulation, framing and electrical. Sheetrock to begin tomorrow.
- Pro shop balls, gloves and socks have been ordered.
- Scorecard order has arrived.
- Clubhouse water and gateraide supplies replenished
- 1<sup>st</sup> Aid cabinet has been restocked
- A vendor is working on a logo for GLGC shirts and hats. Shirts range in price from \$14 - \$30.
- 3 applications have been received for the two open positions; one maintainer and one clubhouse. One application came from a Klein's employee who anticipates shutdown. The other application from Ted's son who has experience in grounds keeping. Commission members were offered to participate in the interviews.

Brittany asked if the logo work was being done locally. Ted replied no, it is American Embroidery in Berlin, CT.

Brittany asked how many score cards were in the order received. Ted replied 3 boxes of 250 cards and these did not include the course map. Brittany requested that when we are 50% thru that order that we work on a design for the next order which is to include the course map. Brittany also asked that we advertise the job openings on the courses Facebook page and website.

Steve Berry asked if the clubhouse was ready to open. Ted replied not at this time we need additional clubhouse worker(s).

Phil Maltese asked how many players play a 2<sup>nd</sup> round. He suggested perhaps offering a discount on 2<sup>nd</sup> rounds during the mid-week. Ted replied he did not think there were many and would not recommend it.

#### 5. Finances

##### a. Approval of Warrants

*Motion made by Robert Cuozzo to approve the February warrants in the amount of \$11,327.16. Seconded by Chris Hodgson*

*In Favor: Robert Cuozzo, Patrick Pascale, Cathy Provencher, Chris Hodgson, Phil Maltese, Steve Berry, Brittany Mirles*

*Abstain: None*

*Opposed: None*

**b. Approval of Invoices**

*Motion made by Pat Pascale to approve the Secretarial Invoice of \$83.13. Seconded by Chris Hodgson*

*In Favor: Robert Cuozzo, Patrick Pascale, Cathy Provencher, Chris Hodgson, Phil Maltese, Steve Berry, Brittany Mirles*

*Abstain: None*

*Opposed: None*

**6. New Business**

None.

**7. New Business**

**a. Liquor License**

Tabled till the next meeting.

**b. Food Service**

Tabled till the next meeting.

**c. Increased Green Fees/Memberships**

Steve Berry presented the Commission with a comparison rate sheet of similar golf courses. He recommended the following increases:

Resident Season Pass Family membership from \$810 to \$900

Non-resident Season Pass Adult membership from \$500 to \$550

Non-resident Season Pass Senior membership from \$440 to \$480

Non-resident Season Pass Junior membership from \$440 to \$480

Resident Season Pass Family membership from \$925 to \$1,050

Non-resident weekday rates (9 holes) Adult from \$18 to \$20

Non-resident weekday rates (9 holes) Senior from \$17 to \$18

Non-resident weekday rates (9 holes) Junior from \$16 to \$17

Non-resident weekend & holiday rates (9 holes) Adult from \$21 to \$23

Non-resident weekday rates (9 holes) Senior from \$20 to \$21

Non-resident weekday rates (9 holes) Adult from \$18 to \$19

This represents an increase of 10% to Non-Residents.

*Motion made by Chris Hodgson to approve the new rate increases as proposed by Steve Berry beginning April 4, 2020. Seconded by Robert Cuozzo.*

*In Favor: Robert Cuozzo, Patrick Pascale, Cathy Provencher, Chris Hodgson, Phil Maltese, Steve Berry, Brittany Mirles*

*Abstain: None*

*Opposed: None*

- d. Alternate Play Packages**  
Bundled and Special Rates to be discussed at the next meeting.
- e. Partnership with Fairways Driving Range**  
Further discussion tabled to the next meeting.
- f. Add a Driving Range to the existing Course**  
Discussion tabled to the next meeting.
- g. Appeal and Advertise**  
Discussion tabled to the next meeting.
- h. Work with Solstice Senior Living to get a shuttle to the Course**  
Discussion tabled to the next meeting.
- i. Update website and contract with a new Coder**  
4 Square problems have resulted in the website being disabled due to lack of payment. Ted has submitted the invoice to Darlene for payment. Once received, the website will be brought back up. Further discussion tabled to the next meeting.
- j. GLGC Tournaments 2020**  
The Saturday, May 30, 2020 (Memorial Day tournament) will be postponed.

*Motion made by Brittany Mirles to adjourn the meeting at 7:18 pm. Seconded by Chris Hodgson and unanimously approved.*

Respectfully Submitted

*Sally J. Berezowskyj*

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Recording Secretary