

Guilford Lakes Golf Course Commission
Town of Guilford
Regular Meeting
July 17, 2018

Attendees: Chairman, Christopher Hodgson; Robert Cuozzo; Steve Berry; Pat Pasquale and Mike Papp, Clubhouse Pro

The meeting was called to order at 7:00 pm by Chris Hodgson, Chairman.

1. Public Forum
None

2. Approval of minutes

Motion made by Robert Cuozzo, seconded by Steve Berry and was unanimous to approve the June 19, 2018 minutes as written.

3. Superintendent Report

- Fertilizing complete.
- Stained shed and pump house.
- LOTS of watering of the course.

4. Golf Pro Report

- Lots of new faces at the course. Estimate 20 new faces a week.
- Obtaining many lesson requests from the website.
- An agreement was reached with Digital Process Media and Facebook work has begun along with the new website. Received a call regarding 15 ladies interested in GLGC services from the email blast sent out. They are looking for a series of lessons, equipment and possibly a league of their own.

5. Finances

- a) Expense report was reviewed by the Commission.

Motion made by Robert Cuozzo, seconded by Steve Berry and was unanimous to approve the warrants of \$22,23.91.

Motion made by Robert Cuozzo, seconded by Steve Berry and was unanimous to approve the secretarial bill of \$55.25.

Chairman Hodgson requested a revenue report be run and distributed to the Commission Members.

Motion made by Christopher Hodgson, seconded by Robert Cuozzo to move agenda item 7C up to the next item on the agenda and unanimously approved.

7c. Evan Vericker Marketing Update

2. Current contract ends with Digital Process Media on July 31, 2018. Currently paying \$500.00 per month for services
3. To date (April 12, 2018-July 17, 2018)
 - i. 8 Video ads with 20,600 views
 - ii. Golfers targeted in the greater New Haven area.
 - iii. 5 ad sets have been created
 - iv. Email lists
 1. 3 round giveaway resulting in 74 new leads
 2. Jr. camp resulting in 56 new leads
 3. Private lessons resulting in 20+ new leads
4. Cost of ads to date \$888.76
5. \$216 annual square space web space charge.
6. Evan Vericker presented to the Commission a 3 Month proposed contract; March 1, 2018-October 31, 2018.

Motion made by Christopher Hodgson, seconded by Pat Pasquale to extend Digital Process Media contract through August 31, 2018 at \$500.00 subject to Finance Approval and unanimously approved.

6. Old Business

- None

7. New Business

a) Elections

Chairman Christopher Hodgson's term will expire on September 30, 2018. He asked the Commission members to consider the position of Chairman. Robert Cuzzo noted that he would like to nominate Brittney Merles.

b) Budget Review

Discussion tabled to next meeting.

Chairman Hodgson and the entire Commission thanked Mike Papp for the great job done this year.

8. Adjourn

Motion made by Pat Pascale, seconded by Robert Cuzzo and was unanimous to adjourn the meeting at 7:45 pm.

Respectfully submitted by:

Sally J. Berezowskyj

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Recording Secretary