

**Guilford Lakes Golf Course Commission  
Town of Guilford  
Regular Meeting  
March 15, 2016**

Attendees: Ted Tighe, Golf Course Superintendent, Rob Pascale; Chairman, Eric Hedberg, Greg Putney, Michael Pratt, Christopher Hodgson, Joe Dunsmore and George Page

Absent: Sam Tuttle

Others: Joseph Mazza, 1<sup>st</sup> Selectman, Brian McGlone, Economic Development

The meeting was called to order at 7:05 pm by Rob Pascale, Chairman.

**1. Approval of January 28, 2016 minutes**

*Motion made by Michael Pratt, seconded by George Page and was unanimous to approve the January 28, 2016 minutes meeting minutes as written.*

**Approval of February 11, 2016 minutes**

*Motion made by Michael Pratt, seconded by George Page and was unanimous to approve the February 11, 2016 minutes meeting minutes as written.*

**2. Public Forum**

None.

**3. Clubhouse Report**

- a. 22 Memberships received for 2016 season
- b. 13 Ladies have expressed interest in a Woman's League. The Commission agreed to Tuesday's at 5:00 pm for the woman's league. Ted Tighe to contact the interested parties and establish a focal representative to meet with Ted and a Commission Representative.
- c. January-March Revenue of \$3,020.00
- d. George Page has created a 2 minute and 44 second video of the course and has posted it on the GLGC website. The video was created by Jayson Hines.
- e. Pro shop supplies on order
- f. Deck furniture has been cleaned and ready for use.
- g. Clubhouse staff
  - i. Sal Brunetto has requested to reduce his hours.
  - ii. Paul Sciarra has requested not to work nights.

These requests were discussed by the Commission. The result being we may not be able to accommodate these requests.

#### **4. Superintendent Report**

- a. The greens have been rolled and the fairways cleaned and are ready for play, weather permitting.
- b. The Commission discussed sending out an email announcing the opening of the course as well as posting on the GLGC website. Ted to execute.
- c. Outside staff returning this season.
- d. Course condition is good.

#### **5. Revenues/Expense Report**

- a. Review of the financial report was deferred.

#### **6. Old Business**

- a. None

#### **7. New Business**

- a. The Commission's Focus this year in on the business aspects of running the course.
  - i. George Page highlighted the following areas to be the Commission's Focus:
    1. Social media (Facebook)
      - a. Needs updating
    2. Google Listing (current listing is incomplete)
    3. Drone Video of the course
    4. Updated website (estimated cost \$1,000.00)
      - a. Address 2 types of users:
        - i. Existing players – focus on offers and pricing
        - ii. New players – focus on photos and course description
      - b. Must be mobile enabled existing of at least 7 pages.
      - c. Contain a blogging aspect that will feed Facebook.
    5. Add more course photos to website and google listing.
    6. Email database enrichments needed.
      - a. May require a new POS program
      - b. Better logging by clubhouse personnel required
      - c. Offer email incentives such as golf balls, free foursome drawing once a month perhaps set of clubs drawing at season end.
      - d. Add email request to the application form
      - e. Use of email to push a monthly GLGC newsletter out
    7. Jr. Golf Program sponsored through the Town was discussed.
      - a. Previous GC Consultant provided the following services:
        - i. Lessons
        - ii. Pro Shop
        - iii. Ran the Jr. Program
      - b. Pursue a PGA apprentice to provide the following services:
        - i. Lessons
        - ii. Run a Jr. Program
        - iii. Public Relations work in Town and Neighboring Town organization.
  - ii. Joe Dunsmore suggested the following modifications to the course:
    1. Open at 7:00 am from 8:00 am
    2. Need accurate records of rounds played and by who
    3. Changes to the membership program
      - a. Increase rates

- i. With caution to senior rates
- b. Hold member functions

**Motion** made by Joe Dunsmore, seconded by Greg Putney it was unanimously approved by the Commission to change the opening time of the course to 7:00 daily.

1. Membership rates were discussed and the following established:

a. Two types of memberships will be offered

i. 7-Day membership

- 1. Resident Adult rate after April 15, 2016 of \$350
- 2. Resident Senior Age 65 or older rate after April 15, 2016 of \$299
- 3. Resident Junior Age 17 and Younger rate after April 15, 2016 of \$299
- 4. Resident Family of 4 rate after April 15, 2016 of \$670
- 5. Non-Resident rate to increase proportionately

ii. Weekday Only membership

- 1. Resident Adult rate after April 15, 2016 of \$270
- 2. Resident Senior Age 65 or older rate after April 15, 2016 of \$250
- 3. Resident Junior Age 17 and Younger rate after April 15, 2016 of \$250
- 4. Resident Family of 4 rate after April 15, 2016 of \$620
- 5. Non-Resident rate to increase proportionately

**Motion** made by Joe Dunsmore, seconded by Michael Pratt it was unanimously approved by the Commission to increase the membership rates of:

i. 7-Day membership

- 6. Resident Adult rate after April 15, 2016 of \$350
- 7. Resident Senior Age 65 or older rate after April 15, 2016 of \$299
- 8. Resident Junior Age 17 and Younger rate after April 15, 2016 of \$299
- 9. Resident Family of 4 rate after April 15, 2016 of \$670
- 10. Non-Resident rate to increase proportionately

ii. Weekday Only membership

- 11. Resident Adult rate after April 15, 2016 of \$270
- 12. Resident Senior Age 65 or older rate after April 15, 2016 of \$250
- 13. Resident Junior Age 17 and Younger rate after April 15, 2016 of \$250
- 14. Resident Family of 4 rate after April 15, 2016 of \$620
- 15. Non-Resident rate to increase proportionately

New rates to be published on the Clubhouse white board, in an email and in a revised membership application form. Chris Hodgson and George Page to word the letter to go out accompanied by the revised membership application. Letter to announce course opening, member functions planned and an alert to visit the website for future events.

*Joe Mazza suggested to the Commission that they create a sub-committee to search for a PGA apprentice to serve as a Jr. Golf Pro.*

**Motion** made by Joe Dunsmore, seconded by Greg Putney it was unanimously approved by the Commission to enter into executive session at 8:20 pm inviting Joe Mazza, Brian McGlone and Sally Berezowskyj.

**Motion** made by Joe Dunsmore, seconded by Greg Putney it was unanimously approved by the Commission to exit the executive session at 8:23 pm.

**Motion** made by Christopher Hodgson, seconded by Rob Pascale it was unanimously approved by the Commission to reject both bids under RFQ and continue to run the golf course as is.

**Motion** made by Christopher Hodgson, seconded by Michael Pratt it was unanimously approved by the Commission to adjourn the meeting at 8:38 pm.

Next meeting is April 19, 2016.

*Respectfully submitted by:*

*Sally J. Berezowskyj  
Recording Secretary*