

Guilford Lakes Golf Course Commission
Town of Guilford
Regular Meeting
June 21, 2016

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

Excused: Ted Tighe, Golf Course Superintendent, Jim Merrithew

The meeting was called to order at 7:02 pm by George Page, Chairman.

George Page told the Commission that Ted Tighe would not be attending tonight as has a golf commitment.

1. Public Forum

Kathy Provencher, 276 Weatherly Trail, Guilford, CT 06437

Kathy is heading up the women's league. There are currently 20 women signed up. She commented on enjoying the course which is well maintained. In the women's league they provide weekly challenges to keep interest up. Kathy would like to see a women's clinic play as well as a league event in September; shotgun start and lunch.

Kathy suggested advertising the women's league at the library as well as the desk at the golf course

2. Approval May 17, 2016 minutes

Motion made by Joe Dunsmore, seconded by Michael Pratt and was unanimous to approve the May 17, 2016 minutes meeting minutes as written.

3. Clubhouse Report

- June revenue to date is \$19,960.44
- A meeting with Golf NOW was held. The \$3,000.00 thought to have been owed to the Town by Golf Now was to be collected from the patron's at the time of play.

4. Superintendent Report

- a. The Superintendent Report was given by Joe Dunsmore.
- b. Crabgrass prevention applied.
- c. The fringe has been sprayed.
- d. Mulching taking place.
- e. Fairway mower is in repair.
- f. A new Hole in One plaque is needed. An estimate of \$750 was discussed.
- g. 15 Shirts ordered at \$16.50.
- h. 15 hats ordered at \$9.00.
- i. Golf NOW play is picking up.
- j. Brushing and washing the Clubhouse siding.

5. Revenues/Expense Report

- a. No update provided on why the Part-time salaries between last year and this year vary by \$10,000.00. Ted to investigate with Finance.
- b. Revenue and Expense Reports were reviewed warrants in the amount of \$15,440.79.
 - Charles Hart Seed Co \$5,481.30 (matt repair and seed/fertilizer)
 - Clear Fin LLC \$515.00 (concessions)
 - Commercial Air Service \$250.00
 - Giant Oak Power Equipment \$112.67
 - Golf Max \$435.23

- Jason Heintz \$240.00 (Advertising)
- J.Polep Distribution \$250.28 (concessions)
- Joe Dunsmore \$209.90 (handicap system)
- Site One Landscape \$5,097.11 (seed/fertilizer)
- George Page \$20.34 (Domain)
- Page Hardware \$222.88
- Pepsi-Cola \$394.44
- Signs of our Time \$120.00
- Hampden Zimmerman Electric \$36.20
- Ted Tighe Misc. Expenses \$260.32
- Turf Products Corp \$109.75

Motion made by Joe Dunsmore, seconded by Michael Pratt and was unanimous to approve the warrants in the amount of \$15,440.79.

Joe Dunsmore stated that in looking at the financials, the concession expenses ratio is off. This needs further investigation.

George Page asked that Sally Berezowskyj to provide the Commission with a YTD Budget report for the GLGC.

6. Old Business

1. Advertising

- A discussion on placing an ad with the Shoreline Times for \$189/week. George Page stated that we need a way to monitor our ROI for advertising costs. The commission was not in favor of investing in the Shoreline Times.
- The Wednesday special 2/\$25 advertised on the GLGC website was a success.
- Joe Dunsmore suggested that with every Golf NOW coupon used we give out a \$10 replay coupon. George Page said the existing POS system does not capture any ROI data needed by the Commission. He suggested a Chelsey Reservations for a cost of \$290/month.
- The Golf NOW contract does not expire until July 30, 2016

Motion made by Joe Dunsmore, seconded by Gregory Putney and was unanimous to provide each Golf NOW participant with a \$10/person coupon up to 4 players Monday-Saturday at the time of play.

A procedure needs to be written and communicated to the Desk Staff how the Golf NOW coupons work and when money is to be collected at time of play. George Page to write up a draft.

The use of Groupons was discussed and its role in making revenue. It was stated that the purpose is to offer discounted rounds to increase new incremental rounds. The current contract is for \$22/2; GLGC revenue of \$11 – 4% transaction fee. Joe Dunsmore recommended to the Commission that we renegotiate a contract at \$24/2; GLGC revenue of \$12 – 4% transaction fee. Eliminate 4some offer and offer weekday of \$24/2 and weekend of \$30/2 with a limit of 2 Groupons per purchase.

Joe Dunsmore to negotiate contracts with GolfREV, LivingSocial Groupon and Golf Now.

It is too late in the season to obtain a golf pro for 2016. The Commission to revisit for 2017 season.

7. New Business

a. Formation of Sub-Committees

- i.** There was a discussion on forming sub-committees or project groups. Chris Hodgson and George Page to work on putting together a proposal outlining 3-5 Priorities.

Motion made by Joe Dunsmore seconded by Michael Pratt and was unanimous to adjourn the meeting at 8:31 pm.

Respectfully submitted by:

*Sally J. Berezowskyj
Recording Secretary*

Approved