

**Golf Advisory Board
Town of Groton
Parks & Recreation Commission
Meeting Minutes
June 4, 2012**

Call Meeting to Order

Meeting was called to order by Chairperson Duncan Olding at 7:00 PM.

Attendees

Doug Ackerman, Todd Goodhue, Margaret Hirsch, Jim Kamercia, Ralph Little, Brian McCallen, Eric Morrison, Duncan Olding

Tim Castleberry, Tom Kiely, and Jim Streeter were not in attendance.

Minutes of April 9, 2012

Duncan Olding motioned to accept the minutes of the April 9 meeting. Seconded by Brian McCallen. Minutes accepted.

Correspondence from GAB Members

None.

Staff Report

Review of Monthly Revenue Report

Todd Goodhue said that nine rain events in May impacted revenue. In addition, 30 fewer season passes have been sold this spring. Looking ahead to future revenue sources, Todd noted that only five or six memberships are typically sold in June. (To date, only one member has been lost to New London CC). The weak economy and diminished consumer confidence continue to negatively impact SGC. Total overall revenues for May 2011 are slightly below May 2010 figures, although current FYTD numbers are ahead of prior FYTD figures. Todd said rate specials will continue to target slow time periods. Weekly e-blasts will be used through June 16 and may be extended through the end of the month. Nine-hole tickets are also being promoted. Ralph Little proposed the concept of a Mulligan round, i.e., a discounted green fee for players willing to return to the course promptly. He also recommended the use of a 10-round pass to retain player loyalty. Todd said price-sensitive customers are now accustomed to seeing discounted rates advertised by

daily-fee courses throughout the region, except in the peak summer months of July and August.

Director Report

Eric Morrison said the SGC budget was approved after much discussion with the Town of Groton. He said there was extended debate and discussion on a proposed \$50,000 renovation project for the 14th hole. The board approved \$25,000, which Eric said will result in a scaled-back project. He noted that the middle tee will be revamped, with new irrigation for both the middle and forward tees. The back tee at No. 14 will be leveled and resurfaced. Tim Gerrish (formerly of Mark Mungeam's firm) will oversee the work.

Eric also presented a final modified version of the Golf Advisory Board Terms and Purpose Statement. The revised section now reads: "The purpose of the Golf Advisory Board, which is composed of both resident and non-resident golfers, is to be an advocacy group for Shennecossett Golf Course and furthermore assist the Parks and Recreation Department in implementing their mission for Shennecossett."

Next Meeting Date

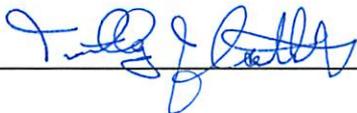
Sept. 10, 2012

Adjournment

Time – 7:40 PM. Ralph motioned to adjourn, seconded by Duncan.

Brian McCallen
Secretary, GAB

Minutes have been approved and accepted.



9/25/12
