

**Golf Advisory Board  
Town of Groton  
Parks & Recreation Commission  
Special Meeting Minutes  
Nov. 4, 2013**

Call Meeting to Order

Meeting was called to order by pro-tem Chairperson Duncan Olding at 7:00 p.m.

Attendees

Mark Berry, Chris Conley, Todd Goodhue, Margaret Hirsch, Tom Kiely, Jim Kimercia, Brian McCallen, Eric Morrison, Duncan Olding  
Tim Castleberry, Ralph Little and Jim Streeter were not in attendance.

Minutes of Oct. 7, 2013

Motion to accept minutes made by Tom, seconded by Margaret. Motion passed.

Correspondence from GAB Members

Brian report that Golfweek and ECCO have come up with a promotion whereby courses can be nominated as great walking courses. GAB members were canvassed for testimonials. SGC will be nominated this week.

Tom Kiely said he has submitted to Mark Berry a letter of resignation from the Golf Advisory Board, effective after tonight's meeting.

Duncan said at a recent SGC Men's Club meeting, the newly elected tournament chairman proposed opening the club's competitions to those without season passes, i.e., non-members who maintain a handicap through SGC. It was pointed out that these golfers would be invited to play in scramble and other informal events but not in the club championship and other "major competitions." Duncan said he felt strongly that those who've made financial commitment to course should be the ones to participate in formal competitions. Todd added that no voting rights would be extended to unattached individuals. Margaret pointed out that membership has dropped at the Women's Club. A general discussion ensued noting the time expenditure entailed in playing a full 18 as opposed to 9 holes.

## Review of Monthly Revenue Report

Todd reported that October was a good month. Green fees were up, as were season pass rounds. Coupon (discounted) rounds were dominant. Cart revenues were down slightly. At present SGC is up \$25,000 on a fiscal year-to-date basis, but is still down slightly in the calendar year due to last winter's severe weather, which resulted in numerous and extended course closures.

## Old Business

### 10<sup>th</sup> Hole CIP Plans

Eric said the work has been completed at No. 10 green. The impressions overall have been very positive. The hole will re-open for play next spring. Tom asked about re-handicapping the course based on changes to No. 10. (the current version will play slightly easier), but Todd said the state golf association rates courses on a 10-year cycle.

Jim said an honorary plaque with a logo and brief description has been ~~completed~~ and will be located on the side of the tee at No. 15.

Approved *or R*

Eric said Club Car has agreed to replace SGC's entire 70-cart fleet with new golf carts as part of a 6-year renewal lease. The carts will be put into use in March 2014.

## New Business

### Propose Golf Rates for 2014

Todd noted that SGC is the first facility to post its new season rates, giving competing area facilities (such as Norwich, Elmridge and others) an opportunity to undercut SGC. But he added that SGC would be better off proactively establishing its rates without reacting to rate structure established by competing clubs. For the next meeting, Todd said he'd prepare sample rates at various incremental increases for Resident and Non-Resident season passes as well as for Greens Fees. He said it was important to include a discount for residents to acknowledge their support and ownership of the course.

### Meeting Schedule for 2014

~~GAP~~ will replicate the 2013 schedule.

*GATB*

Customer Satisfaction Survey

Mark distributed a 6-page Shennecossett Golf Satisfaction Survey designed to solicit feedback and improve the golf experience at SGC. He said the survey is modeled after a National Golf Foundation (NGF) survey. The goal is to get impressions from customers about what they like or don't like about the course. After SGC captures golfers' email addresses, they are sent a link to the survey, which can be completed in 7-9 minutes. Mark said the survey will be conducted twice per year.

Next Meeting Date

Mon., Dec. 2

Adjournment

Time – 8:35 p.m. Tom motioned to adjourn, seconded by Duncan. Motion passed.

Brian McCallen  
Secretary, GAB

Minutes have been approved and accepted.

  
\_\_\_\_\_  
Signature

12/2/13  
\_\_\_\_\_  
Date