

Town of Groton  
Golf Advisory Board  
Monday, December 2, 2013  
Spicer House at 7:00 PM  
Special Meeting Minutes

- I. Call to Order  
Meeting was called to order by Chairperson <sup>Tim</sup> ~~Jim~~ Castleberry at 7:00 p.m.
- II. Roll Call  
Mark Berry, Tim Castleberry, Chris Conley, Todd Goodhue, Margaret Hirsch, Jim Kamercia, Brian McCallen, Eric Morrison, Duncan Olding  
  
Ralph Little and Jim Streeter were not in attendance.
- III. Approval of Minutes: November 4, 2013  
Under Old Business, Jim noted that the honorary plaque to be located on the side of the 15<sup>th</sup> tee has been approved but not yet completed. It will be finished soon. Motion to accept amended minutes made by Tim, seconded by Duncan. Motion passed.
- IV. Citizens Petitions and Comments  
Mark reported that a woman at 182 Shore Ave. has been experiencing a drainage issue. When the wetland at No. 16 overflows, it spills onto her property, flooding her basement. Drainage is being installed to alleviate the problem at Town expense. The repair estimate is \$5,000.
- V. Correspondence/Communications
  - A. Board Members
  - B. Director of Parks & Recreation
- VI. Town Council Referrals
- VII. Reports  
Golf Course Report  
Todd reported that November revenues were up roughly \$5,000. Rounds were up by 294; cart rounds were down slightly. He said there were six weather events (course closures, rain events) this year compared to three last year.
- VIII. Old Business
  - A. 10<sup>th</sup> hole CIP plans  
Eric said the two bunkers on the left side of the 10<sup>th</sup> green will be completed as part of the coming year's budget. Todd said the Men's Club next year would like to enter scores on a spreadsheet to see if there are significant scoring changes on the redesigned hole.
  - B. Approval of Golf Rates for 2014  
Todd presented proposed SGC 2014 rates with a range of 1%, 2% and 3% increases for both Season Passes and Greens Fees. He noted that Resident Season passes for 2013 totaled 161, compared to 87 Non-Resident passes, an imbalance that resulted in a drop in revenue. (Season passes currently total roughly \$260,000). Jim noted that promotional memberships at Great Neck CC in New London may have impacted SGC's drawing power this year. Duncan asked about next year's expenditures as they relate to

proposed rates. On the maintenance side, Eric said he's worked with pretty much the same budget structure for a few years.

The goal, the GAB decided, is to attract more members and boost daily-fee play. Todd said some thought should be given to a special introductory offer or early bird promotional rate for prospective new members—a 10% discount was suggested. This proposal will be taken up at the next meeting.

After a lengthy discussion, a motion was made to retain the 2013 rates for Season Passes (Residents and Non-Residents) for the 2014 season; and raise Greens Fees 2% across the board (resulting in a \$1 dollar increase for 18-hole Guest Fee and Daily Fee rates, but with no increase in golf cart rates). Tim entertained a motion to accept this proposal. Chris made a motion to accept; seconded by Margaret. Motion passed.

C. Customer Satisfaction Survey

Mark shared the results of a Shennecossett Lost Customer Feedback Survey. Thirty former customers were surveyed. There were 13 responses. Because of the limited number of responses, there were no discernible patterns, though there was some mention of the difficulty of playing in the afternoon due to seasonal league play.

IX. New Business

Bob Sedotti, president of the SGC Men's Club, has made a formal request to find out if the Men's Club can have a representative on the GAB. Duncan moved that GAB accept this application. Seconded by Tim.

From Dec. 1 – 15, the Parks & Recreation Department has initiated a "Gifts From Golfers" program. Some 380 families in Groton who have requested help will benefit. Golfers were asked to bring an unwrapped toy for a child ages 1-12 (toy should have a value of \$10) and in return receive a \$10 voucher for golf fees to be used at any time.

X. Next Meeting Date: Monday, February 3, 2014, 7:00 PM at Spicer House  
Monday, Feb. 3, 2014, 7:00 p.m. at Spicer House

XI. Adjournment

Time – 8:30 p.m. Tim motioned to adjourn, seconded by Margaret. Motion passed.

Minutes have been approved and accepted.

  
Signature

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Date