

Golf Advisory Board
7:00 PM Monday, October 3, 2016
Spicer House
Meeting Minutes

- I. Call to Order
 - Meeting was called to order by Margaret Hirsch at 7:05 p.m.
- II. Roll Call
 - Mark Berry, Dave Bower, Kate Bradley, Margaret Hirsch, Jim Kamercia, Cindy Lathrop, Brian McCallen, Bonnie Nault, Ken Wetmore
- III. Approval of Meeting Minutes: Sept. 12, 2016
 - Second version of corrected minutes approved.
- IV. Citizens Petitions and Comments
 - Mark said there was a request to add another category of membership, i.e., a limited family two-person rate was requested to be added, with a comparable single rate discount. Topic to be discussed at December meeting, to be voted on in February 2017.
- V. Correspondence/Communications
 - a. Board Members
- VI. Reports
 - a. Golf Course Report
- VII. Unfinished Business
 - Application of Dave Bower was approved as a resident member of the GAB. Mark reported that the kids vandalizing the course were caught in late Sept. Police apprehended the offenders, but Mark said he did not know the outcome.
- VIII. New Business
 - a. Golf Course Marketing
 - Mark said a specific topic would be addressed at each meeting. He said Kate Bradley, who does marketing for various town departments, was invited to meeting to share her ideas and expertise. She said there's a Facebook page for course, with specials and discounts posted, adding that there are 576 fans for the page. Players can "check in" while at course to notify friends they're at Shenny. Photos are popular, a la submarine sightings, etc. She said golfers are very interactive, tag their friends, etc. "Throwback Thursday" posts feature the history of the course (many illustrated with Eric's vintage photos). The website, Kate said, has been updated to make it more visually appealing. She said a special event or networking event, like a "nine and wine" outing with wine-

tasting using local vintners, or a local microbrew event might expose non-golfers to the facility.

Mark noted that targeted social media ads have proven to be more effective and less expensive than newspaper ads. Margaret talked about giving players incentives (like ball markers and keepsakes) for check ins. Jim proposed having a drawing for new Facebook friends. Kate said a rack card for golf course is placed at rest stops, casinos, hotels and other key locations, including the Cross Sound Ferry depot. There was also a discussion about packaging Shenny with Long Island courses near Orient Point as well as area courses like Fenwick in Old Saybrook or Keney Park in Hartford, a restored course with a pedigree similar to Shenny's. Margaret said she played an event where nine holes were converted to par 3s, which attracted families and kids and could work at Shenny. Bonnie asked about free or inexpensive clinics and said outings could be marketed to the Big 3 companies. Mark noted that the course hosts 15 charity events per year. Margaret said a Groton Open might be a good idea. Dave said special events could be held after the Senior Open, when the course is in its best condition of the year. Pricing was also discussed for special events. Jim asked about three club members taking out a junior. Kate said the fact the course is open year-round, weather-permitting, is actively promoted. Margaret said lawn darts, bocce or croquet could be played at the course. Ken mentioned the possibility of a "frequent user" card.

- IX. Next Meeting Date: Monday, Nov. 7, 2016 - 7:00 PM at Spicer House
- X. Adjournment
Brian moved to adjourn. Seconded by Ken at 8:10 PM.

Minutes have been approved and accepted.

Margaret S. Hud
Signature

07-NOV-2016
Date