

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

- I. Call to Order
Meeting was called to order by Margaret Hirsch at 7:00 p.m.
- II. Roll Call
Mark Berry, Dave Bower, Todd Goodhue, Margaret Hirsch, Jim Kamercia, Cindy Lathrop, Brian McCallen, Eric Morrison, Bonnie Nault, Carl Neville, Ken Wetmore
- III. Approval of Meeting Minutes: October 3, 2016
Brian moved to approve minutes. Seconded by Ken.
- IV. Citizens Petitions and Comments
Mark said he got a letter from a resident on Plant Street about an invasion of black locust trees near the driving range alongside No. 8. The trees were flagged by Eric and his crew and removed.
- V. New Correspondence/Communications
Board Members
- VI. Reports
Golf Course Report
Todd said the SGC made \$10,000 more in October than last year, which effectively cut the shortfall in the fiscal year-to-date figures.
- VII. Unfinished Business
Cindy said she didn't understand how social media is having an impact. Jim said golfers do respond to social media outlets in some fashion. Bonnie said Google analytics is used to track activity. Mark said he receives monthly reports from IT. He added that Eric posts vintage pictures of the course on Throwback Thursdays, with Facebook used mainly for shared comments. Twitter and Pinterest are not used. Mark said the engagement by players at the golf course is very high, as opposed to other places like the senior center or recreation center. Cindy asked if feedback was available. Bonnie mentioned that drone images of course might be a good idea for enhanced

exposure. Dave asked about tracking newcomers. In response, Todd said more and more bookings are made online but that at present only five times per day are booked online, mainly by younger players.

VIII. New Business

A. CIP/Operating Budget Overview

Based on discussions held a few months back, \$50,000 has been allocated to restore bunkers at the 14th green for 2018, though he noted that bunkers ranked lowest among golfers in customer satisfaction surveys. For the last three years, he said funding for course repairs and improvements has come from LOCIP money. For fiscal year 2019, the bunker complex at the 7th green will be repaired; in 2020, it's a hole yet to be determined; in 2021, bunkers will be restored at the 18th green and a forward tee on the 2nd hole will be built; in 2022, the bunker complex at the 5th green will be restored; in 2023, the bunkers on the 16th green will be restored. The grand plan goes out six years. Mark said that of the 11 control irrigation satellites, seven were upgraded in 2002. The remainder has rusted, which means circuits have been compromised, affecting irrigation. CIP monies have been requested for 2017 to make repairs. The request will be made again in 2018. Mark said he will sit down with the town manager to review all proposed changes.

Mark said the Operating Budget operates as a separate budget fund. The proceeds are used to maintain the golf course. Last year, the budget was roughly \$1,109,000. Expenses are broken into two categories: personnel (salaries, benefits, insurance, etc.), totaling roughly \$754,000. On the operational side, the course paid roughly \$65,000 back to town (HR, finance, etc.), which represents a percentage of the budget. Eric said when the budget goes up, the amount contributed to the town goes up.

Mark said the operational side amounted to approximately \$436,851. Seasonal membership is about \$300,000. Green fees are roughly \$675,000. Cart fees are \$215,000. The Par 4 restaurant lease is \$36,000. The goal, Mark said, was to maintain a fund balance of 10% of the total operating budget to cover emergencies (including materials and supplies) in an off year.

Mark said the budget process starts with himself, Todd and Eric. Information is drawn, he said, from various departments. It then goes to the town manager. He presents the budget to the town council, which then makes its recommendations. It then goes before Parks & Recreation before final approval is made.

B. Renewal of expiring terms

- a. Carl Neville
- b. Ken Wetmore

Mark said a recommendation be made for each GAB member whose term is expiring. Margaret made a recommendation to extend the membership on the GAB for Carl Neville and Ken Wetmore.
Seconded by Cindy.

C. Meeting Schedule for 2017

Mark said meetings are scheduled for February, April, June, September, October, November and December, specifically the first Monday of each month. Agendas are in place for six of the seven meetings.

IX. Next Meeting Date: Monday, December 5, 2016 - 7:00 PM at Spicer House

X. Adjournment

Brian made a motion to adjourn. Seconded by Carl.

Minutes have been approved and accepted.

Margaret B. Hivell
Signature

5-DEC-2016
Date