

Golf Advisory Board
7:00 PM Monday, December 5, 2016
Spicer House
Meeting Minutes

I. Call to Order

The meeting was called to order at 7:00 p.m.

II. Roll Call

Mark Berry, Dave Bower, Christine Connelly, Todd Goodhue, Margaret Hircsh, Eric Morrison, Carl Neville

III. Approval of Meeting Minutes: November 7, 2016

Christine made the motion to accept, Carl seconded it – unanimous

IV. Citizens Petitions and Comments

Margaret asked about the black locust that a resident on Plant Street had asked be removed. Mark reported that after the golf staff had removed some of the black locust, Asplundh started cutting back the trees under the power lines on Plant street.

V. New Correspondence/Communications

Board Members

VI. Reports

Golf Course Report

Todd reported that the course had made an additional \$5,000 over last November. Currently the course is \$15,000 behind in revenue from the previous fiscal year. Todd also said they had discovered a glitch in the GolfTrac. The system was not correctly accounting for rounds played. He was going to be working with the software vendor to correct the problem.

Chris asked about why the course was behind in revenue, Todd thought it was because this past summer had been extremely hot and players did not want to play in those conditions.

Mark presented a draft of the Social Media/Marketing Report. He explained that the report had two sections, a summary of Facebook activity and webpage information. He told the board that he would ask Kate Bradley to come back to the February meeting to discuss Facebook and what analytics could be used to increase rounds.

VII. Unfinished Business

VIII. New Business

Course and Membership Fees/Policy and Procedures

Todd presented a packet of information, containing rates from local competing courses and a couple of proposed rate changes for Shennecossett. He summarized that our daily fees were high compared to other local courses but that our membership rates were low.

Margaret asked if there were goals for the budget, (increased rounds, increased membership etc.)

Margaret also asked about the history of rate increases. Todd explained that the National Golf Foundation had recommended a "reasonable rate" when adjusting fees. The suggested target was 3%.

Dave asked about target capacity and how do we get to that capacity. Dave suggested discounting rates during peak season as a way to increase revenue. Todd said that we do run specials during the summer to increase play during slow times.

Carl asked at what capacity we currently operate at. Eric said that we could go back and calculate our high and low capacity.

Chris suggested that we needed to do a better job of making people feel welcome, people want to feel wanted.

Carl suggested that we continue the 10% sponsorship discount for new and returning members and asked about discounting for early signups. Todd said the sponsorship program had good return the first season but number dropped off the second season. He suggested tweaking the program by offering a 10% discount for new members.

Dave asked about an active military discount. Todd mentioned that we do offer active military a guest rate. Dave suggested we have a special military rate.

Margaret asked about a limited 2-person membership since we currently did not have on. Todd thought we should try it, he also suggested that we eliminate the Family/Full since we have not sold one in a couple of years.

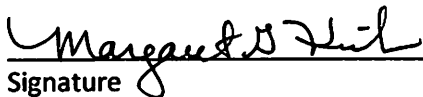
There was a discussion about youth rates and the consensus was that the resident and no-resident be the same.

IX. Next Meeting Date: Monday, February 6, 2017 - 7:00 PM at Spicer House

X. Adjournment

Chris made a motion to adjourn. Seconded by Carl. The meeting adjourned at 8:00 p.m.

Minutes have been approved and accepted.


Signature

06-FEB-2017
Date