

Golf Advisory Board
7:00 PM Monday, April 3, 2017
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, Todd Goodhue, Margaret Hirsch, Jim Kamercia, Brian McCallen, Eric Morrison, Ken Wetmore
- III. Approval of Meeting Minutes: February 6, 2017
Eric said that under New Business, Riverside should be changed to River Ridge. Ken moved to approve amended minutes. Seconded by Brian.
- IV. Citizens Petitions and Comments
- V. New Correspondence/Communications
Board Members
- VI. Reports
Golf Course Report
Todd said he neglected to include the \$2,000 rent amount in the March 2017 budget report. He said SGC is behind in its Season Pass collection thus far this season, but added that when the weather improves, people tend to pay up. He said that while March revenue has been below 2016 levels due to adverse weather and numerous close closures, the end result will be improved revenue figures in April.
- VII. Unfinished Business
Margaret said the new green tee markers are a welcome addition to the course. Todd noted that the CSGA will establish new slope and course ratings for men and women, to include new ratings for men from the forward, middle and back tees; and new ratings for women from the forward and middle tees. He said the updated ratings should be available by late spring.
- VIII. New Business
Revenue Diversity

Margaret said there were discussions at the last meeting on how to attract and recruit new members to SGC. Dave handed out data in a document titled, "Shennecossett Plan to Increase Golf Round Sales," noting that the maximum capacity of rounds broken down on a month-by-month basis (including both Season Pass and Greens Fee Play) is 64,068 rounds per year assuming perfect weather conditions. He said the 10% target stretch goal using the average per month data over the span of 12 years is obtainable. Todd concurred, stating that while seeking a 10% increase is a lofty goal, it is close to attainable. He added that the course can respond nimbly to maximize the total number of rounds played by advertising specials during less-busy times, typically from Monday to Friday, 12 noon to 3 p.m. Todd said 'review and adjust' should be the guiding philosophy. Jim was concerned about the cost of wear and tear on the golf course and if extra rounds and added revenue would be offset by these costs.

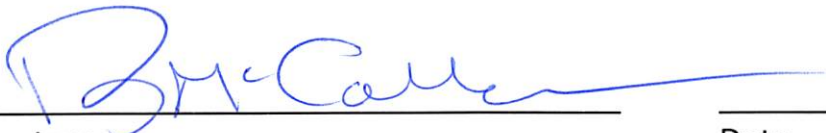
On the marketing side, Mark said Kate will reach out to the Mystic Marriott to create stay-and-play packages. Eric said SGA will be the featured golf course in the April issue of New England Golf Journal. Todd said SGC is working with I-Heart Media to raise awareness in the Hartford market. He said SGC is also doing barter business to get mentions and ads on I-Heart's radio station. Eric said SGA is advertising with Connecticut Golfer and will be featured on the cover of its 2017 course guide. Mark said Kate put together a marketing summary for March, which was distributed to board members. As noted in the report, SGA received first place from The Day for best hole (No. 16). Mark said an email blast went out last week that the golf course was fully open as of April 1, and that the open rate of 36.4% was very high for this email blast.

IX. Next Meeting Date: Monday, June 5, 2017 - 7:00 PM at Spicer House

X. Adjournment

Brian made a motion to adjourn. Seconded by Dave.

Minutes have been approved and accepted.


Signature _____ Date 6-5-17