

**Golf Advisory Board**  
7:00 PM Monday, June 5, 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, Brian McCallen, Eric Morrison, Ken Wetmore
- III. Approval of Meeting Minutes: April 3, 2017  
Motion to approve made by Ken. Seconded by Dave.
  - a. Citizens Petitions and Comments  
Todd said one of the members asked if the Combo tees concept (currently a combination of blue and white tees) can be applied to the middle and forward tees for older players. He said the change could be made without state golf association involvement. Dave said there's a lack of utilization of the Port-o-Let on No. 15, despite the presence of a sign. Ken asked about people parking in front of the first tee late in the day and about the lack of police enforcement. Todd said cones have been provided by the city but that he's reluctant to leave them out overnight. Margaret and Todd said that with a new police chief on the job, perhaps an appeal could be made to him and the new mayor.
- V. New Correspondence/Communications  
Board Members
- VI. Reports  
Golf Course Report  
Todd said that despite a decrease in rounds and cart rentals, revenue dollars are currently higher by \$5,000 than last year but are still behind the last fiscal year. On the plus side, Mark

pointed out that three months ago the course was \$50,000 behind the previous year's numbers. Dave said the bad weather in May hurt the progress that had been made towards achieving the goal of boosting rounds and revenues. There have been 13 more course closures this year than last. He also pointed out that it's not yet vacation season.

#### Marketing Report

Todd said the course had been offering the usual discounts prior to the Memorial Day weekend, through e-blasts and social media. Beginning the Friday before the holiday weekend, full season rates went into effect. However, he said timely discounts targeting slow times are still a valid option. Dave asked about instituting replay rates. Todd said he likes the idea but does not want to pre-book preferred rates for a second round, per availability, for a nominal rate like \$25 (with cart) to fill open afternoon tee times. Mark said SGC was not listed on TripAdvisor but is now. He encouraged people to post a review of the course on the site. Mark's Marketing Report indicated that SGC was listed in the Top 10 Best Public Golf Courses in CT by Best Things Connecticut.

#### VII. Unfinished Business

Kate was expected to reach out to the Mystic Marriott, but Mark said she hadn't had much luck, adding that the hotel should be re-approached in the fall, when the staff is less busy. Ken asked about the on-course comfort station. Mark said the bid came in at \$63,000, adding that the budget for the comfort station is \$50,000. Mark noted that super low-flush options as well as the option to collect rainwater into the tank were discussed, but that the bid package was still too high. Mark said the work order has gone back out to bid and most likely will be a more traditional Port-o-Let.

#### VIII. New Business

Customer Service

Todd said in surveys, the course does very well in the customer service area. He added that having two PGA pros on staff who can teach is a big plus. Junior clinics will be scheduled in July and August. Todd said late spring is the time the 10-Play Card is offered, which has been priced at \$300 for the past two years. The weekday guest fee, he said, is \$38. It's \$43 Friday – Sunday. His question: What is the appropriate fee for the 10-Play Card? He proposed \$320 as a fair amount to attract both weekday and weekend players. The utility of the program, he said, is to lock people into SGA and is valid June, July and August. He said roughly 60 cards were sold last year. Eric expressed concern that the cards were being used as a substitute for membership, though Todd said some cardholders later purchased memberships.

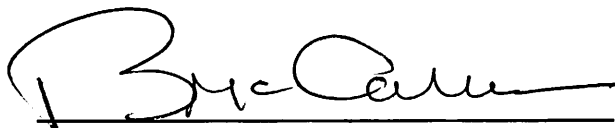
Premium Membership/Fee for earlier t-time scheduling?

Mark said one of the options as a result of the software upgrade is the ability to create a premium membership and offer a longer lead time for tee time booking. Todd said it should be considered because it would help sell prospective memberships. It would not change revenue numbers but would enhance the value of a membership.

- IX. Next Meeting Date: Monday, September 11, 2017 - 7:00 p.m. at Spicer House
- X. Adjournment at 8:13 p.m.

Ken made a motion to adjourn. Seconded by Dave.

Minutes have been approved and accepted.



Signature

9-11-17

Date