

Golf Advisory Board
7:00 PM Monday, November 6, 2017
Spicer House
Meeting Minutes

- I. Call to Order
Meeting was called to order by Margaret Hirsh at 7:00 p.m.
- II. Roll Call
Margaret Hirsch, Carl Neville, Dave Bower, Cindy Lathrop, Eric Morrison, Todd Goodhue, Mark Berry
- III. Approval of Meeting Minutes: October 2, 2017
Motion to approve made by Cindy. Seconded by Carl.
- IV. Citizens Petitions and Comments
Margaret reported that she had received a call from a neighbor that lived near the club house that people were illegally parking by the crosswalk.
- V. New Correspondence/Communications
Board Members
Cindy reported that the Women's Golf Club had updated their by-laws during their October meeting. The most significant change was that Associate Members is now a permanent status vs the previous temporary status. The restriction to play in club majors remains.

Todd and Eric will review the by-laws and report back the GAB if they have any concerns.
- VI. Reports
Golf Course Report
Todd reported that three of the rain events that occurred during October were on the weekends, which likely contributed to the rounds/revenue being down from the previous year. The other contributing factor was that aerification of the greens occurred in October not in September as in previous years.
See page 2 for insertion (Note # 1)
Eric reported that the four new irrigation satellites were being replaced at holes (5, 8, 16 and 17). The screening along the first hole will also be replaced in the coming months.
See page 2 for insertion (Note #2)
Marketing Report
Todd reported that the staff had actively sent out eblasts before and after aerification, offering a discounted price to encourage play. He said the ebalst were effective in getting players to respond to the promotion. He also mentioned that he was working with WXML radio on a promotional package that included radio spots in exchange for off peak rounds of golf.
- VII. Unfinished Business
Survey results
No Discussion

- VIII. New Business
Marketing
Covered in prior report

Todd presented 2017 rates from Norwich and Elm Ridge as a starting point for a discussion about the 2018 rates. The Board reviewed the history of rate increases going back to 2007. Based on a review of that history the Board suggested Todd look at options to increase the daily rate which has not increased since 2010. Todd will present scenarios at the December meeting.

- IX. Next Meeting Date: Monday, December 4, 2017 - 7:00 PM at Spicer House
- X. Adjournment
Cindy made a motion to adjourn. Seconded by Margaret.

Minutes have been approved and accepted.


Signature

12/4/17
Date

Note #1: A request was made for further granularity of the revenue report, to take into account types of rounds, for example.

Note #2: A request was made to investigate the possibility of getting bottles with sand for walkers to take with them to fill divots