

From: SimsburyCT Postings April 14, 2010 4:18:05 PM  
Subject: Simsbury Farms Complex Committee Minutes 04/08/2010  
To: SimsburyCT\_SFCLMin  
Cc:

Simsbury Farms Complex Committee  
Minutes: April 8, 2010 meeting

Present: Ron Paterson, Antonio Braz, Gerry Post, Marc Lubetkin, Tom West  
Town: Gerry Toner Guest: Gerry Wetjen

Minutes: The March minutes were accepted (correct Toner spelling)

Revenue Report: March golf fees were encouraging, \$4k greater than last year. Season passes sold through March were 94 vs. 99 last year. Value card sales may compromise season pass sales?

Communication to the non resident golfers remains a major challenge. It was noted that the present web site is not "BlackBerry" friendly.

Memorial pool: This season, Memorial Pool usage will be limited primarily to supporting summer camp programs. The pool was constructed in the late 50's and is in need of major repair (\$500,000). Further study is required to explore "out of the box" solutions for summer camps.

In addition, Marc Lubetkin is studying the potential future role of the facility. Marc presented a five page preliminary report identifying potential opportunities for the facility. These potential opportunities are based on "convenience" interviews he has conducted. Further feedback will be provided by Marc after he meets with focus groups representing the Board of Education. This long term strategic plan will be pursued separate from the short term summer camp issue.

Golf Course Marketing; Effective advertising remains a question. Do we need professional guidance?

Golf Course Improvements: The \$350k request was rejected by the Board of Finance.

Golf Cart Storage: Construction cost for a new facility exceeded allotted budget (\$80k vs. \$40k). Assuming no other options are available, the present facility will continue to be used for cart storage.

Restaurant; Opened April 7th. New menu, expanded hours of operation and advertising have been introduced to promote the business.

The committee thanks Ron Paterson for his courtesy thank you letter to Bob Mennillo.

T. West