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To: SimsburyCT_ParkRecMin
Cc:

SIMSBURY CULTURE, PARKS AND RECREATION COMMISSION

REGULAR MEETING

THURSDAY, JUNE 23, 2011

MINUTES

I. Call to Order

The meeting was called to order by Chairman David Bush at 7:35 p.m..
Present were Commission members Kelly Kearney, Frank Salls, Joe Grace, Barbara Koff, and C.P. & R. Director Gerry Toner

II. Minutes

The May and January minutes were approved unanimously.

III. Automated Golf Course Tee Time System

Gerry Toner distributed information and responses to a recent Request for Proposal (RFP) for an automated tee time and point of sale system at the Simsbury Farms Golf Course. Three firms responded to the RFP. After review by staff, the proposal that presented the best options for the operation at Simsbury Farms was from EZ Links golf, Inc. The company currently services other municipal courses in Connecticut and New York. The staff talked with some of those utilizing the system and received very positive feedback from all users. EZ Links utilizes an inventory exchange system which makes two tee times available to them daily.

The system also offers a touch screen based point of sale system, electronic tee sheet software, 24 hour reservation center, and e-mail marketing service. There was extensive discussion about the product and its inventory pricing program. Kelly Kearney addressed the concern of internet speed necessary to operate this system. Gerry will meet with Data Processing Manager Rick Bazzano to assure that this is not an issue.

A motion was made by Barbara Koff, and seconded by Frank Salls that the Town enter into an agreement with EZ Links to provide automated tee time services for a period of three years. The motion passed unanimously.

IV. Summer Program and Facility Report

Gerry Toner gave a summary of summer program registrations, as well as year to date usage for the Simsbury Farms Golf Course. He also gave a year to year comparison by account of the Special Revenue fund. The fiscal year (July 1 to June 30) summary showed that programs and camps are about 5% ahead of last year, facility use even, and the golf course off about 7%. The golf course figures were primarily attributable to the weather of this Spring. It was the opinion of the several members of the Commission that a continued marketing effort needs to be made to generate additional play at the course.

V. Request for Qualifications/Golf Course Improvements

The Request for Qualifications for the golf course improvements has been advertised and sent to interested consultants. The deadline for responses is July 1. It is expected that an architect will be selected and begin work by late summer.

The meeting was adjourned at 8:55 p.m..

Respectfully Submitted,

Gerard G. Toner
Director

