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To: SimsburyCT_ParkRecMin
Cc:

Culture, Parks, and Recreation Commission

Special Meeting

Thursday, July 26, 2012 at 7:00 p.m. in the Apple Barn at Simsbury Farms

MINUTES

I. Call to Order

The meeting was called to order at 7:10 p.m. by chairman, David Bush. Present commission members included Kelly Kearney, Harry Ryan, Bill Mullen, and Gerry Wetjen. Newest commission member, Marc Lubetkin, was also present. He was welcomed and introduced by Mr. Bush.

II. Minutes

Mr. Wetjen made a motion to approve the May 2012 C, P, & R meeting minutes. The motion was seconded by Mr. Kearney, and was unanimously approved.

III. Golf Course Concessionaire / Restaurant Contract

Mr. Wetjen reported that the golf course concessionaire contract subcommittee has met twice, and their meetings have been very productive. They were able to assess normal costs of operation for the restaurant by separating the shared utility, gas, sewer, trash removal expenses, etc. from the rest of the complex.

Their latest challenge is determining the lease value of the restaurant. Three possible ways include taking a percentage of the gross receipts from the restaurant, setting a dollar value for the square footage used, and researching industry standards. The subcommittee will be consulting local realtors who specialize in restaurant / commercial real estate. They are aware, however, that the Simsbury Farms restaurant is very unique in many ways. Its location is not visible from the road, it does not have a full liquor license, and its usable square footage includes an outdoor tented area.

Mr. Bush noted that a longer term contract—5 years vs. 2 years—will be offered starting in November 2012. This contract will also include a stipulation that the restaurant must be open whenever the golf course is open. Mr. Wetjen mentioned that the restaurant gets great support from the

golf leagues. The commission members discussed other ways the restaurant could increase its revenues. They included: 1. Setting more consistent hours of operation; 2. Opening a half an hour before tee-time (for coffee and . . .) and closing half an hour to an hour after dusk; 3. Being open on Sunday afternoons after 3 p.m. to capture the parent-child golfing crowd; and 4. Being open for hot chocolate and simple foods in the winter to capture the hockey and family sledding crowds. After the subcommittee has conducted their research and created a new contract, Attilio's, the current concessionaire, will be given first consideration. The next subcommittee meeting will take place on the first Wednesday in August.

IV. Simsbury Farms Golf Course Improvements

Mr. Wetjen reported that half of the greenside renovations have been completed. The rest will be done by the end of the year. Construction will resume in September.

V. Old Business

Youth Sports Organizations Response to AED Survey

Gerry Toner, C., P. & R. director, sent a survey to each of the sports leagues in town to see how they felt about having AEDs (automatic emergency defibrillators) available. Mr. Bush reported that responses ran the gamut, from leagues that always had first-aid and CPR-trained personnel on site, to leagues that had no trained personnel and no plan for emergency response. Since many of the leagues share town fields and facilities, commission members felt that it was time to form a subcommittee to:

1. Review the emergency response policies of all town leagues;
2. Create uniform, town-wide policies; and
3. Design a plan for storing AEDs so they would be available and accessible.

Mr. Kearney will chair this subcommittee, and Mr. Mullen agreed to be a member. They will begin interviewing leagues and collecting information as soon as possible.

Funding the Long-Term Master Plan for the Simsbury Farms Golf Course

In March, the Simsbury Farms Men's Club (SFMC) donated a \$5,000 grant to help offset the cost of a long-term master plan for the golf course. Mr. Wetjen recently received a verbal commitment from Mary Glassman, First Selectman, that \$5000 of the town budget would be set aside to match the grant from SFMC. Next step: A committee will be formed to determine the scope of future work and maintenance on the entire Simsbury Farms complex. The committee will include members of the men's and women's golf leagues, as well as members of the C, P, & R Commission and the Simsbury Farms Complex Committee. It will meet soon to draft an RFP / RFQ document.

VI. New / Other Business

Feedback about the Simsbury Farms Main Building Project

There have been many positive comments about renovations to the pool, rink and main building. In the pool area, however, discussion centered on: 1.

The lack of an adequate amount of chairs and shaded areas; 2. Overcrowding in dressing rooms when several classes end at the same time and 3. The need for a new diving board. The large letter signage to mark the rink and pool areas was praised for being highly visible, but also criticized for not blending in with the new architectural design. The updated, complex-wide communications system seems to be working well. Recent transactions at the Pro Shop have not been delayed.

The Benefits of the EZLinks System

Mr. Wetjen noted that the new EZLinks System (an online system of reserving tee times) has been providing valuable information. It helps us determine the number of rounds played, whether the players are local or out-of state, and the total daily usage numbers. This year—because of good weather and the success of “SaveNowCt” promotions—we know the number of rounds is up by 3000, and more players are coming from out-of-state. The course is also being used more frequently because staff can target special offers to the times and days when it is being used the least.

Mr. Bush made a motion to adjourn the meeting, Mr. Ryan seconded the motion. All were in favor. The motion passed. The meeting was adjourned at 8:05 p.m.

Respectfully submitted,

Lorrie McElligott
Commission Clerk