

From: SimsburyCT Postings January 19, 2009 2:37:28 PM
Subject: Simsbury Farms Complex Committee Minutes 01/08/2009
To: SimsburyCT_SFCCMin
Cc:

Simsbury Farms Complex Committee
Minutes January 8, 2009 Meeting

Present: SFCC Dennis Fallon, David Dell, Ron Paterson, Tom West
CP&RC: Harry Ryan, Board of Selectman John Hampton, CP&R
Gerry Toner

Minutes: A quorum was not present to approve the November minutes.

Annual Report: As requested by the Town, the annual report was transmitted on 12/23/08. This report summarized specific accomplishments in FY 07-08 and goals in FY 08-09 for the Simsbury Farms Complex Committee.

Pool Survey: Approximately 2700 families have received the pool survey via the email database. The first day, 300 responses were received. The architect/consultant currently under contract to provide options for the redesign of the current main bldg /ice/pool facility will be provided pool recommendations resulting from this survey.

Golf Course: Rounds played in 2008 were 39,244, the lowest since 1983. A graph displaying rounds played from 1983 through 2008 shows rounds have been steadily decreasing since 1998. Following are some comments pertinent to this concern..

- Recent study indicates that a high percentage of players make plans to play within 24 hours of their actual tee time. An aggressive email advertising program may attract some of these players.
- Current email database needs to be expanded and dedicated to golfers. .
- On Line coupons may be a useful tool to attract players and also obtain feedback.
- Today's economy is impacting private clubs, advertising Simsbury Farms as a public course with private course service offers another potential opportunity.
- Non resident passes - advertise
- Assuming beer/wine license is approved, it must be advertised.
- Can Simsbury Farms buy an appropriate email golf list?
- Children friendly - offer specials where a child plays free with a paying adult?

Subsequent meetings will continue to focus on new incentives that may be pursued to increase rounds played in 2009.

Six Year Capital: Preliminary estimates for the proposed main bldg and apple barn are approx \$4.135m & \$1.581m respectively. It was emphasized that the maintenance facility, reduced from \$1.25m to \$800k, remains the #1 priority in the six year capital plan.

Restaurant: Attilio has agreed to a one year extension of the present contract. In the event beer and wine is approved the contract will be renegotiated.

Eagle Scout: Fitness trail and signage for the trails will be a useful project for scouts.

Golf Tee Signs: The committee recommends proceeding with tee signs for 9 holes.

T. West