

From: SimsburyCT Postings February 19, 2010 11:51:21 AM
Subject: Simsbury Farms Complex Committee Minutes 02/11/2010
To: SimsburyCT_SFCTMin
Cc:

Simsbury Farms Complex Committee
Minutes February 11, 2010 meeting

Attending: David Dell, Mark Lubetkin, Dennis Fallon, Ron Patterson, Tom West
Town: Gerry Toner Guest: Gerry Wetjen

Minutes: The January meeting minutes were accepted.

Maintenance facility/access road/cart barn: The maintenance facility project continues on schedule. The budget is challenging but remains positive. As planned, the access road and cart barn projects will follow the completion of the maintenance facility.

Golf Course Fees: Following last month's committee meeting the Town revised the FY 10-11 revenue fund budget requiring reduction in operating expenses and possible increases in revenues. Accordingly, new golf fees are recommended. These proposed increases along with the reduced expenses meet the new budget directive. The new golf fees recommended were accepted by the committee. Basically the fee rates increased from approx 2.5% to 5%. Further it was reiterated that increasing rounds played must continue to be aggressively pursued. David Dell noted that a non resident email data base is critical to this process. To encourage non residents to provide email addresses, special drawings were recommended with discounted prizes. It was noted that in addition to notices in the pro shop, golf carts could also be a useful tool in obtaining email addresses.

The committee offered a number of suggestions focused on offering "special deals" (range balls, resident rates, discounted food etc.) A separate meeting will be held with John V. to expand on these ideas and report further at the March meeting.

Finally, it was noted that the golf course is the major attraction at Simsbury Farms which must continue to be leveraged to promote the rest of the facilities i.e. tennis, swim, ropes course, etc.

Restaurant: Refreshments on the course was discussed and will be a separate agenda item at the March meeting.

Memorial Pool: As a further cost reduction action, the Town may close Memorial pool this season. The sub committee formed to evaluate the Memorial pool will continue its study relative to Memorial pool's future contribution to the community. Mark Lubetkin recommended we contact the youth for their feedback.

Revenue Report Analysis: As noted in the January minutes Bob Mennillo provided a comprehensive financial study for the committee. Ron Patterson agreed to write a note of appreciation from our Committee thanking him for his contribution.

T .West