

From: SimsburyCT Postings March 24, 2010 8:51:57 AM
Subject: Simsbury Farms Complex Committee Minutes 03/11/2010
To: SimsburyCT_SFMin
Cc:

Simsbury Farms Complex Committee
Minutes March 11, 2010 meeting

Present: Marc Lubetkin, Dennis Fallon, Antonio Braz, David Dell, Ron
Patterson, Tom West
Town: John Hampton, Gerry Toner Guest: Gerry Wetjen

Minutes: The February minutes were accepted.

Golf Course Fees: Board of Selectman approved the committee's proposed 2010
fees.

Golf Course Improvements: Gerry Toner provided a brief overview of his
presentation to the Board of Finance (3/9/10) requesting \$350k. Pending
approval by the Board on 3/16/10, the request will be subject to Town
approval in May

Pro Shop Initiatives: Gerry Toner presented a marketing plan for the golf
course. The key element of this plan is the development of an expanded non
resident email data base. It was noted that accessing the Library, Board
of Education and the Town's data base would be helpful; however, expanding
non resident golfer's email addresses is our prime objective and is more
challenging. Initially we will rely on pro shop raffles and aggressive
advertising. It was recommended that a marketing consultant should be
considered to maximize the effectiveness of this marketing effort. A
software program ("Constant Contact") was recommended as a useful tool in
obtaining "user" feedback.

Other initiatives discussed included offering resident rates to non
residents on Monday and Tuesday (pm). Also an "early bird" nine hole
special on Tuesday and Thursday will be offered.

Restaurant: The restaurant will open in April. Drinking beer in the parking
lot was observed last season. Gerry Toner indicated that each golf league/
club would have a "no drinking in the parking lot" clause in each contract.
On opening day for each league/club, the players will be informed of the
policy. Signs in the parking area may also be considered.

Memorial Pool: Marc Lubetkin will continue his study relative to the

future role of Memorial Pool in the community.

Apple Barn: Marc Lubetkin inquired "Is the Apple Barn a historic bldg"?

Ice Rink; Tony Braz noted that the Boston Globe had a positive article on Simsbury Farm's ice rink. Gerry Toner will follow up.

Membership renewal: Attending members were given their respective renewal forms for action. It was noted that a formal resignation notification is required from Jeff Seltzer.

The April meeting will be held at the restaurant.

T. West