

TOWN OF BLOOMFIELD
GOLF COMMITTEE

There was a regular meeting of the above referenced committee held on Wednesday, April 23, 2025, at 6:00 p.m. in-person in Meeting Room 131/132 at Alvin & Beatrice Wood Human Services Center, 330 Park Avenue, Bloomfield, CT.

COMMITTEE MEMBERS

Attendance: Bradley Klein, Lynette Easmon, John Gunning, Jonathan Colman, Frank Merblum

Absent: Robert Berman

OTHERS

Also present: David Melesko, Dennis Petruzzelli, Christopher Strand, Steve Howard, Alex McGann

The meeting was called to order at 6:00 p.m.

Golf Course Operations

- **March Performance:**
 - Course opened in warm weather (9°F above average).
 - 1,200 rounds played (+280 vs. last year); revenue up \$11,000.
 - Year-to-date: revenue +\$158,000, rounds +2,400, cash at \$1.1M.
 - EBITDA: March +\$45,000, year-to-date +\$223,000 vs. last year, +\$257,000 vs. budget.
- **April Performance:**
 - Slow due to cold, wet weather (rain 10/13 days); frost delay on Good Friday.
- **Staffing:**
 - New chef, Blake Ronda, hired. Back-of-house hiring challenges; 3-4 new staff in training.
 - Front-of-house stable; menu limited until training is completed.
- **Events:**
 - College female golf event this weekend (60 golfers/day, Sat–Sun); Saturday may be wet.
- **Financials:**
 - March sales \$1,200 above last year; expenses \$7,800 under, labor \$15,000 under.
 - Driving range revenue increasing.
- **Course Maintenance (Dennis Petruzzelli):**
 - Spring maintenance done winterization, bunker edging, irrigation rehab, hole 7 tee and pond improved.
 - New GPS-centered yardage markers.
 - Greens in good shape due to October aeration; initiative-taking guest communication reduced complaints.

Marketing Update

- **Website:** Q1 sessions +64%, year-to-date +72% (goal: +15%).

- Social Media: +132 followers (51% of 257 goal); Golficity mention boosted visibility.
- Pete Dye Campaign: Facebook campaign launched; press release pending approval.
- Golficity video: 1M+ views, increased Boston/NY traffic. Suggested Boston vs. NY event.
- Sponsorship: Golficity tournaments with Winton Berry prizes (e.g., foursomes) for low cost.

Management Contract

- Troon agreement (since 2004) expires Dec 31, 2025; includes two 5-year extensions.
- Troon letter requests one 5-year extension; forwarded to town manager.
- Committee to respond by May 1; negotiations ongoing with town officials.

Military Veterans Discount

- Current: Active military get resident rates.
- Proposal: 10% discount for all veterans, Mon–Thu (non-peak).
- Benchmarking inconsistent; common to include veterans with first responders or limit to specific days.
- Next Steps: Propose fixed rate (not percentage) for next meeting, exclude peak days (Fri–Sun), track via POS system.
- Clarify eligibility (all veterans or non-active only); council approval needed.

Seniors Program

- Kickoff Tuesday: runs May 6–Sep with one date moved to Wednesday (TBC).
- 22 teams, 10+ substitutes (50+ participants); 6–8 new players.
- Pace of Play: Rules include no-penalty drops, max 3 putts, own-cart rule.
- Volunteer activities post-scrabbles for maximum participation.

USGA Agronomist Visit

- Scheduled June–August (June preferred) with Elliot Dowling.
- David Melesko to join; informal committee debrief planned.

Public Comments

- None recorded.

Adjournment

- Adjourned at 6:58 PM

Action Items:

1. Draft fixed-rate veteran discount proposal (specify days, eligibility) for next meeting.
2. Forward Troon letter to town manager; prepare for contract talks.
3. Schedule USGA agronomist visit, and committee debrief.
4. Distribute marketing materials (Golficity video, Pete Dye press release) via town email.
5. Confirm seniors program change; announce volunteer activities at kickoff