

TOWN OF BLOOMFIELD
GOLF COMMITTEE

There was a regular meeting of the above-mentioned committee held on Tuesday, July 15, 2025, at 6:00 p.m. virtually.

COMMITTEE MEMBERS

Attendance: Bradley Klein, Lynette Easmon, Robert Berman, Jonathan Colman, Frank Merblum

Absent:

Quick recap

The Bloomfield Golf Committee meeting covered financial performance updates, including strong revenue and EBITDA results, along with operational updates regarding staffing changes and course maintenance. The committee discussed marketing initiatives and recent commercial shoots featuring professional golfers, while addressing communication challenges regarding Resident Day event promotion. The conversation ended with budget discussions focusing on fee structure adjustments and green fee increases, with plans to present the budget to the Finance Committee in August.

Summary

Bloomfield Golf Committee Meeting Updates

The Bloomfield Golf Committee meeting was called to order by Bradley, with all committee members present except for two vacant positions. The meeting focused on discussing the upcoming visit to Wintonbury Hills golf course, with Jon confirming the recording was started..

May Financials and Operations Update

Ciaran reported that May financials were strong, with revenue exceeding the previous year by 47,000 and rounds up by 136, largely due to event rounds. The club is performing well through the end of May, with EBITDA \$266,000 ahead of the prior year and labor costs close to budget. A new chef, John Tubas, has been hired to replace the previous chef who moved to open a steak restaurant, and the driving range machine is back in operation after a 6-day downtime. The USGA site visit is scheduled for August 20th, and Bradley confirmed it's the USGA Green section agronomic visit, with walking allowed and potential lunch debriefing.

Financial Performance and Course Updates

The meeting focused on financial calculations, course performance, and operational updates. Robert and Ciaran clarified discrepancies in EBITDA calculations, explaining the need to subtract cost of goods sold from gross revenue. Ciaran reported a 9% increase in rounds and 10% rise in revenue year-over-year, attributing success to factors like social media support and course conditioning. Dennis provided a detailed update on the golf course's condition, highlighting the impact of above-average precipitation and the team's efforts to maintain turf health. The conversation ended with a brief mention of ongoing marketing efforts by Alex.

Marketing Initiatives and Commercial Shoot

The team discussed recent marketing initiatives, including updated course photography completed for \$1,600 by a local vendor, with highlights expected by the next meeting. They also highlighted a successful commercial shoot featuring Matthew Fitzpatrick at Wintonbury Hills for DirecTV's phone app, which was completed with 40 crew members over a 14-hour day and will air on the Golf Channel. The commercial shoot was so successful that the production team expressed interest in returning to the course for future projects.

Resident Day Communication Challenges

The meeting focused on communication issues regarding Resident Day, where Lynette and David discussed the lack of distribution of information, which David addressed by posting it on social media and planning to reach out to India for further distribution. Frank shared that he had promoted the event among his senior golf group, while Bradley inquired about the details of the event, which Ciaran clarified as an open tee sheet for residents to book and play golf. The conversation ended with a brief mention of the budget, which Ciaran and David agreed to review further.

Golf Course Fee Strategy Update

The meeting focused on the budget and revenue strategies for the golf course. Ciaran presented a plan to increase green fees and cart fees, particularly for non-residents, to account for the new golf cart fleet. The group discussed potentially eliminating the annual pass program, with Ciaran noting that this could lead to additional green fee revenue. They also considered raising resident fees for the first time in 20 years, with a proposed increase of \$5. The budget projected an EBITDA of just under \$350,000, with minor increases in expenses to support improved course conditions. Jon moved to approve the budget as presented, and Robert seconded the motion.

Golf Course Fee Strategy Review

The group discussed golf course fees and revenue, noting that while the target of 30,000 rounds was previously considered ideal, they are now aiming for 32,000-33,000 rounds annually. They examined resident cart fees, which haven't been raised in 20 years, and compared them to nearby courses like Rockledge (\$22) and Manchester Country Club (\$25). Lynette raised concerns about potential pushback from the Council regarding resident rate increases, while David and others noted that raising green fees could generate \$40,000-50,000 annually, with resident rates currently at \$15 and potentially increasing to \$17-18.

Budget Presentation to Finance Committee

The group discussed presenting the budget to the Council, with Ciaran noting that rates have not changed in years and the budget is typically presented to the Finance Committee rather than the full Council. They agreed to target the August 18th Finance Committee meeting for budget presentation, as it would allow sufficient time for preparation and align with Council's usual process. The budget was approved unanimously, with Bradley emphasizing the importance of highlighting fiscal responsibility and continuity in rates. David mentioned he was waiting on information from Brad regarding the proposed finance structure for the management contract.

Indigo Golf Fee Structure Review

The meeting focused on discussing the fee structure for Indigo Golf, which is based on gross revenue. The current monthly fee is \$8,333, and the team plans to recalculate the fee based on historical performance and revenue streams, with a new proposal to be provided in two weeks. The discussion also touched on a golf cars procurement process, which is ready to be released after being reviewed by Alex, Chris, and Karen.

Wittonbury Hills Golf Course Roof Repair Project

The group discussed the roof repair project at Wittonbury Hills golf course, with David suggesting they should bring in contractors to provide quotes and an analysis of the roof's condition. They determined that since the project value exceeds \$100,000, it would require an RFP process rather than a simple quote. Jon recommended consulting with Dwight about recommended roofing contractors, while Bradley noted that the clubhouse roof's slope and size would make it significantly more expensive than typical residential roofs in Bloomfield.

Golf Event and Budget Review

The committee discussed the upcoming scramble event scheduled for the 23rd, with Ciaran confirming his availability to conduct the clinics at the driving range. Frank mentioned receiving positive feedback about the new flags, which were installed at the range. The group reviewed the golf course maintenance budget, which was noted to be significantly lower than other clubs, and Bradley praised the management team for their efforts. David agreed to include minutes from the previous meeting in the next packet, and he mentioned he would be sending out information regarding the upcoming Finance Subcommittee meeting.