# TOWN OF BLOOMFIELD - GOLF COMMITTEE

There was a regular meeting of the above-mentioned committee held on **Wednesday, February 25, 2025, at 6:00 p.m.**

**Committee Members**
*Attendance – Committee Members:* Bradley Klein, Robert Berman, Jonathan Colman, Frank Merblum

Absent - Lynette Easmon

Non-Committee Members: David Melesko, Ciaran Carr, Alex McGann, Dave Albertson, Dennis Petruzzellif

Meeting called to order at 6:05pm.

**Wintonbury Hills Golf Course Update – Ciaran Carr (General Manager)**
**Financial Performance**

- No regular income except pass holder/membership revenue.
- Payroll and minimal operating expenses as expected.
- ~$1.5 million in available funding – position remains strong.

**Maintenance & Repairs:**

- Power outage triggered dry-pipe sprinkler system → minor water discharge, false fire alarm, Hartford Sprinkler reset was required; future repairs planned.
- Heating failure during extreme cold; restaurant side heat kept building safe.
- Keeping regular daily hours ensure building readiness.

**Staffing & Events:**

- New chef hired, start date March 9, 2026 (previous chef completed 2025 season).
- 17 events booked for 2026 so far; more contracts pending (number expected to rise).
- No Tuesday events scheduled (protects senior league play).
- Tee sheets updated for year including events, men's club schedule
- All leagues returning; contracts mostly signed.
- CSGA one-day event booked (April 27, 2026 – possible state or US Mid-Am qualifier), additional information to come.
- PGA Championship inquiry for early October 2026 (Monday–Tuesday, minimal impact, ~50–60 players early morning).

**Events Strategy:**

- Focus on profitability: events now priced to ensure net positive vs. regular green-fee days.
- Some losses (e.g., Duncaster) due to date conflicts rather than price.
- New high-end corporate event (DraftKings) confirmed.

**Maintenance & Operations** Routine winter issues included:

- Power outage causing generator/pump compressor failure (repaired; fire department attended).
- Heat loss in pro shop (repaired – motherboard replacement).
- Minor line repairs and ongoing building monitoring. All buildings reported in good condition.

**Superintendent's Course Update – Dennis Petruzzelli**

**Weather:**

- Cold winter, heavy snow (26.1 inches in January), 2°F below normal, precipitation
- Good snow cover protecting turf.

**Routine Winter Work:**

- Equipment prep (ball washers painted, flagsticks rehabbed).
- Management programs reviewed/adjusted; occasional new product trials.
- Snow clearing as needed (e.g., cart paths for tree work on hole 15 – 13 trees removed; stump grinding/cleanup pending better conditions).

**Equipment:**

- Fairway mowers in 6th year, heavy winter repairs (new reels ~$1,000 each × 15).
- Replacement planned for FY 2028 (need 3 units); demos to test hill-climbing power.

Past procurement issue: John Deere selected (lower bid after spec concerns); current units underpowered for hills → future RFP to tightly specify horsepower and features.

**Marketing Update**

- Junior/ladies clinics, intro-to-golf open houses, general instruction planned.
- Offer clinics to Bloomfield Seniors again.
- Marketing goals (Ciaran Carr):
    - **Community Engagement** — Robust Resident Appreciation Day (July 14 proposed), town partnership communications, local brewery/winery spotlights (bi-monthly starting April).
    - **General Marketing** — +24k website visitors, +15% social engagement / +1,200 followers, +5% direct website tee-time bookings, +5% green-fee revenue per round, grow email list +10% open rate target, 3–4 weekly social posts (season).
    - Content pillars: course experience, pro shop, instruction, new chef/restaurant (Tap-In).

**New Business - Goals/Initiatives for 2026–2027**

- FY 2027 budget in preparation; presentation expected March meeting.
- Broad goals: financial sustainability (dynamic pricing), course quality, clubhouse improvements, community engagement, F&B enhancement (new chef, local sourcing), staff training/service consistency, DEI (women/seniors/Bloomfield focus), maintain rounds without quality loss, profitable events, better water/turf management, superior customer experience.
- Marketing/outreach detailed above.

**Other Items**

- Divot repair very low (~5% estimated); discussion on cart signage reminder (sand bottle/divot mix visible to driver).

**Public Comments**
None

**Approval of Minutes**

- Minutes (January) omitted from packet → deferred to March.

**Adjournment** Meeting adjourned at 6:53pm

**Next Meeting** Wednesday, March 25, 2026