

**Val Halla Board of Trustees**

**Wednesday, May 11, 2011 at 6:00 p.m. to 6:54 p.m.**

**Val Halla Banquet Center**

**Meeting Minutes**

**Present:** Tim Moody, Steve Sloan, Judy Ingraham, Rick Scott, Norene Ward, John Zappia and Paul Dugas

**Absent:** Jeff Porter, Council Liaison, Bill Shane, Town Manager and Bill Putnam

**Others Present:** Alex Kimball, Finance Director, Bill Stiles, Council Liaison, Cynthia Stennett, Lowell Smith and Jack McCarthy.

**I. Welcome & Introduction of Guests** –Tim Moody called the meeting to order at 6:00 and thanked everyone for attending.

**II. Approval of April 13, 2011 Minutes** – Tim Moody asked if everyone had an opportunity to review the April 13, 2011 minutes in their packets. Seeing that there were no corrections, additions or deletions, a motion to accept the minutes as written was made by Norene Ward and seconded by Steve Sloan.

**VOTE: MOTION PASSED UNANIMOUSLY.**

**Val Halla Golf Association** – Steve reported that things are moving ahead and that they had their first tournament and sign up and stated that they look forward to a very prosperous season for all.

**III. Green's Committee Report** – Tim Stated that the Greens Committee is still in the formative stages and requested that this item be removed from the agenda until further notice.

**IV. Public Comment** – Lowell Smith reported that they are very happy with how things are going so far at Rachel's on the Green and stated that they are planning on running a monthly brunch/breakfast buffet on one Sunday per month, particularly in light of how well the Mother's Day brunch went over. Tim asked the Board if anyone had any questions or concerns at this point for Lowell and there were nothing but positive comments. Lowell also informed the Board that they welcome any suggestions for specials going forward. Judy stated that she felt things were going very well and she had heard only positive comments to date.

**V. Review of Revenue Reports** – Alex apologized for not getting the financial data out earlier, but stated that he had been on vacation. He also indicated that he and Brian had been working to get the desired reports out of Active Golf so that they could get the data entered into the Town's accounting software and indicated that issue was resolved just today.

Alex reported that the April figures do show the effects of a later opening in that Greens Fees and the Practice Range figures are down as well as Golf Membership revenues. He indicated that due to his absence, he had not had an opportunity to look at how much revenue in Golf Memberships had come in during the past week and a half and indicated that he plans on doing that within the next couple of days.

Alex reported that the Golf Membership monies for last year were at \$225,000 and stated that this year's numbers need to be better than that in terms of meeting projections. Alex stated that this April had proven to be a pretty normal month as compared to previous months of April. Brian stated that in terms of the number of memberships, there are now 63 new members and the course has just passed the 400 membership mark. He also reported that the first two weeks of May have been very strong. Alex reported that we are trending the same as last year and are doing approximately \$25,000 better than last year. He did state that, historically speaking, where we are now and where we end the year will be pretty similar to each other. Alex stated that although we are going to be doing better there is still the problem of continued losses, which will have to be addressed and that there is still a growing gap, which is becoming increasingly problematic.

Tim asked Brian how he was doing in collecting the second half of the membership monies and Brian stated that he still has an accounts receivable of people that he needs to collect from as they have not come to Val Halla yet this year. Brian stated that he felt that the problem is that they are not back in the area yet, but that he anticipated catching them the next time they come to Val Halla.

Alex stated that he felt that May would be a very interesting month because of Active Golf and the ability to book tee times online. Brian stated that the Greens Fee revenue for April was \$6,500 as compared to \$10,000 of last year, which corresponds with the fact that the volume is down about 40%. Brian also stated that the Driving Range did not open until May 1<sup>st</sup> and indicated that he felt those two areas were directly affected by the weather. Brian did report that more people are signing up for the seasonal cart membership of \$425 and they are seeing the benefit of purchasing that option.

Brian stated that he felt the tee time issue has been a "quiet success" for the Club as he is seeing about 50% of tee times now being booked online. He also reported that he is averaging between 40 – 50 e-mails per day and indicated that as time goes on he is getting fewer phone calls asking questions about how to book a tee time online.

## **VI. New Business:**

### **a. Business Reports:**

#### **I. Department Reports:**

##### **1. Brian Bickford – Pro Shop**

Brian addressed the issue of the \$75 Cumberland Credit and stated that he had advertised in Constant Contact to every adult who is both a member

and a resident of Cumberland who would be eligible to take advantage of this offer. He also indicated that he had posted it in the Pro Shop on both member boards and stated that he felt this promotion is going very well.

Brian reported that there has been a record sign-up for “Wine ‘n Nine” this year and stated that they have taken everyone that wanted to play, even clearing them from the waiting list.

Brian stated that he really likes the Active Net/Active Golf systems; particularly the reporting mechanisms. He indicated that he will put together a statistical report for next month and reiterated that he likes it much better than Golf Gopher.

Brian reported to the Board that he still has not captured the Junior Memberships and that he anticipates those numbers will increase dramatically as the kids start planning activities for the summer season. Brian also reported that he is noticing a big increase in the number of couples joining and playing.

Tim asked if Active Golf has used their tee time yet and Brian indicated that they have not and explained the process to the Board.

Judy brought up the issue of mandatory carts when there is a large field of players and there was some discussion of this issue by the Board.

## **2. Toby Young – Course**

Toby gave an update on everything that had been done on the course since opening and reported that the areas of snow mold on the front nine and the drainage areas had been spot aerified and stated that the back nine will be done tomorrow as well as aerifying all of the trouble areas and the collars.

He reported that they have top dressed the rough and seeded on the first hole, raked up all the straw and re-leveled the loan on the second hole. Toby also reported that the irrigation system has been charged and reported that it went very smoothly this year. Toby further stated that May is the busiest month insofar as putting out product in trying to get everything ready on the course. He stated that they have put out their first application of fertilizer on the course as well as preventative crabgrass spray on the fairways, wetting agent spray on the greens, which helps with ball marks, and that he has treated the course for pithium disease, which is a root disease.

Toby reported that they will be starting their normal greens spray program this Friday and will be fertilizing the greens next week and stated that he will start applying a normal greens regulator on the fairways and the tees

will be fertilized with the same spray as he used last year.

Toby reported they have been working on the drainage on the left side of #9 green bank and the left side of #12 fairway and the left side of #4 fairway, which is where the massive sinkhole was located. He also reported that they have added sand to all of the bunkers and put a sod wall on the right bunker on #11.

Toby presented a proposal with grass mounds and handed out a photo of how they would look and it was the consensus of the Board that they try using them.

Toby indicated that in speaking with Bill Shane today, Bill had asked him to talk to the Board about cart paths #12, #13, #16, and #18. He stated that they are working on #16 and since #18 is on hard ground, there really isn't an issue there. He did state, however, that Public Works will be working on #13 as a Fall project.

Tim asked Toby how the drainage was on #2 and Toby indicated that it was good and Norene asked about hole #11 and what the flat area there will be used for and Toby stated that would be used as a drop area.

**Other New Business – None**

**Old Business – None**

**VII.Final Public Comment – None.**

**VIII.Adjournment, next meeting, Wednesday, June 8 2011, 6:00 p.m. in the Junior Room at Val Halla Golf and Recreation Center.** A motion to adjourn was made by John Zappia and seconded by Judy Ingraham. Meeting adjourned at 6:54 p.m.

**VOTE: MOTION PASSED UNANIMOUSLY.**

Respectfully submitted,

Cynthia A. Stennett  
Recording Secretary