

Val Halla Board of Trustees

Wednesday, August 17, 2011 at 6:00 p.m. to 7:40 p.m.

Junior Room – Val Halla Golf & Recreation Center

Meeting Minutes

Present: Tim Moody, John Zappia, Bill Putnam, Steve Sloan, Judy Ingraham and Paul Dugas

Absent: Rick Scott, Norene Ward, Michael Perfetti and Toby Young

Others Present: Alex Kimball, Finance Director, Brian Bickford, Director of Recreation/Golf, Bill Stiles, Council Liaison, George Turner, Council Liaison and Cynthia Stennett

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

II. Approval of July 13, 2011 Minutes – Tim Moody asked if everyone had an opportunity to review the July 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 Judy Ingraham and seconded by John Zappia.

VOTE: MOTION PASSED UNANIMOUSLY.

III. Val Halla Golf Association – Steve Sloan expressed the Association’s appreciation for the condition of the course stating that the course is in great condition this year. He also stated that the men’s Member/Guest is coming up on Labor Day weekend and indicated that if anyone wanted to play, there is still space available for them to sign up.

IV. Public Comment – None.

V. Review of Revenue Reports – Alex reported that he had taken all of the revenues and put them into “one big bucket”, i.e., Soda Sales and Rentals. He further stated that the data was really a comparison of this July to last July year to date. He stated that July was a good month and brought the Board’s attention to the data for Greens Fees, which is up from last year. Brian indicated that his data currently shows rounds up by approximately 7% and indicated that people are coming in because they have heard good things about Val Halla. Alex indicated that any difference between his figures and Brian’s may be as simple as a deposit being made too late to be reflected in the July numbers and will show up in the August numbers.

Alex also reported that things are up on the revenue side and reported that the course expense side is fairly stable. He stressed that the major bump in course expenses shows up in Toby’s expenses for Chemicals, Fertilizer, Irrigation and Seed/Soil, which evens out as the year goes on. Alex stated that things are up by \$9,000 insofar as profitability goes from the prior year although he did reiterate that the gap is slowly being closed between expenses and revenues even though

\$25,106 was lost in the busiest month of the year. Alex closed by saying that, all things being considered, he is cautiously optimistic about the first month of the new FY.

Tim asked Brian what he thought about the drop in golf cart fees and Brian indicated that he was not completely sure, but was wondering if it was an issue of re-classing between greens fees and golf carts due to the new system.

VI. New Business:

a. Business Reports:

I. Department Reports:

1. Brian Bickford – Pro Shop

Brian brought the Board's attention to the handout he had prepared from Active Golf reporting 2011 Statistics, which utilized existing reports from the system. He further explained that the data includes volume and revenue for the month of July, a comparison for the same period of time from last year and Year to Date figures.

Brian also brought the Board's attention to the data for Discount Rounds, Non-Resident Rounds and Resident Rounds, which indicates about half of the rounds played, are being played by Cumberland residents. The Member Rounds numbers indicate a 5% increase over the prior year.

Paul asked how our competitors are doing and if they are seeing an increase in their numbers and Brian indicated that they are actually seeing a decrease and reported that Dunegrass, Riverside and Toddy Brook are struggling. Judy stated that she felt that the reason things are going so well at Val Halla is because of the money that has been invested in the course and these numbers are a direct reflection of that fact.

There was some discussion by the Board of whether or not the loss of the banquet center had affected the numbers in relation to outings and Brian indicated that he did not really feel that was the case.

Tim asked if Active Net had utilized the tee times per the agreement and Brian indicated they had only been used about a dozen times over the summer months.

Judy asked about the percentage of tee times being booked on line and Brian indicated about a third of them are now being booked online. Judy asked about selling advertising for the pole markers and Brian indicated that the markers were free from Richardson and the monies for advertising went to Richardson so he did not think that should be pursued.

Brian presented the handout describing the new rates for the Fall Option and informed the Board that he had publicized it as part of the Fall Brochure for the Cumberland Recreation Department and reviewed the options with the Board. He also stated that the Cumberland credit is going up to \$100 for Singles and Weekdays Only and \$200 for Couples.

2. Toby Young – Course

In Toby's absence, there was no course report. Steve did ask Brian, however, if flags could be put up in red, white and blue as requested by the membership. He also asked about the situation with the vandalism at the Course and Brian indicated that the Police Department is doing night-time surveillance and using infrared cameras. He also reported to the Board that there had been damage due to vandalism at Twin Brook as well with spray painting.

Bill Stiles commented on the fact that a lot of brush has been cleared out on the course and asked Steve if the Association was pleased with how that had been done and Steve indicated that they were.

Old Business – Tim asked about a follow-up report dealing with the runaway cart accident and Brian stated that the company feels that the problem was caused by a rock that was wedged between the gas pedal and the housing of the gas pedal.

Brian commented on how much better it has been with the electric carts on the course for so many reasons. When asked, Alex stated that he has not seen a huge increase in the electric bills caused by re-charging the carts and reported that because Val Halla is a major electricity user, they were able to lock in a lower rate, which is also helping to keep the costs down.

Brian reported that Val Halla is taking over the downstairs area below the Banquet Center and stated that some of the areas around Town, which are currently being used for storage, will no longer be used as the space below the banquet center is being converted into storage space. Tim asked if the carts would be stored there over the winter and Brian indicated that they would be.

VII.Final Public Comment – None.

VIII.Adjournment, next meeting, Wednesday, September 14, 2011, 6:00 p.m. in the Junior Room at Val Halla. A motion to adjourn was made by Steve Sloan and seconded by John Zappia. Meeting adjourned at 7:40 p.m.

VOTE: MOTION PASSED UNANIMOUSLY.

Val Halla Board of Trustees
August 17, 2011

Respectfully submitted,

Cynthia A. Stennett
Recording Secretary