

SIMSBURY FARMS MEN'S CLUB
BOARD OF DIRECTORS MEETING MINUTES
Wednesday, January 10, 2018
Simsbury Inn

Attendees:

Directors: Steve Hess, John Kuzia, Greg Werk, Peter Adamowicz , Andy Waggoner, Ron Patterson, Bob Primmer and Mike Gillis. Greg Bubnash, Reggie Zurinkas and Gerry Wetjen were absent.

Members: Don Lockyer and George Alexander. Pat Eagan and Ed Maloney were absent.

Andy Waggoner called the meeting to order @ 7:02pm

December, 2017 Meeting Minutes were approved.

Treasurer's Report:

- Operational results for 2016 & 2017 showed a deficit of roughly \$3000 primarily due to comingling of operational and restricted funds that will be segregated 1/1/2018 with reconciled starting balances.
- The December Treasurer's report was approved with 12/31/2017 balances for operations and restricted funds.

- A Draft 2018 Budget will be presented at the February Board meeting using a conservative membership target of 160 members -- 105 regular & 55 senior with annual dues unchanged. Appropriate expense reductions in Entertainment and Tournament Payout Subsidies will balance the 2018 Budget.

Committee Reports:

Membership:

Greg Werk met with his Committee, Ed Maloney and Pat Eagan, recommended the following:

- Set a 2018 goal of 180 members -- 20 more than budget and flat from 2017.
- Keep the annual membership dues unchanged -- \$115 for regular members and \$95 for senior members -- motion made & approved.
- Schedule new member event on a Friday night in May (TBD).
- Offer a Referral Incentive to renewing members who refer a new member in 2018. Each referral will be entered into a raffle (each ticket worth \$10) with one or more names drawn at the annual awards meeting for a cash prize. Funds will be debited against the Awards budget. Program details and communication plan TBD.
- Hold the March Membership Meeting on Sunday, March 25th at 1:00pm at Manny's Simsbury & Family Pizza in West Simsbury -- motion made & approved.
- Use eAPP and PayPal option for joining SFMC -- Primmer & Hess already pursuing.
- Dismiss the idea of offering SFMC Lite (limited membership w/ fewer events)
- Pursue local low-tech advertising -- fliers at target businesses (health clubs), sandwich board at SF, golf cart signage. Explore using SF Groupon email list and targeting local courses (Tower Ridge, Blue Fox etc.)

Tournament: John Kuzia gave an overview of the 2018 tournament schedule draft for feedback from the Board.

- Offer a new separate Match Play Classic event conducted over the year.
- Use Stroke Play again this year for both the Club and Senior Championships, with a Net Division option for the Club Championship.
- Modify the April Shamble/Scramble event to have two flights: Flight1-A/B & Flight2-C/D, which pairs up players of similar skill level and hopefully more appealing to new members.
- ABCD events are most popular as a way to meet new members.
- Round robins and Presidents Cup (Ryder Cup) formats are typically very popular.
- Team events are slightly more popular than individual events. Likewise for Match vs Stroke
- Republish a final draft for the Feb. Board Meeting.

Tee Sign Program: One new tee sign sponsor has been signed.

FUNDING REQUESTS: No update.

Other Committees/Subcommittees:

- **Tournament Committee:** The tournament committee will meet again before the February Board meeting to finalize a Draft 2018 Tournament Schedule. Family/Junior events will be considered after further discussion.
- **Greens & Grounds Committee:** The new rock wall on #5 between the green and pond is progressing, 5th green will be rebuilt starting on September 28th.
- **Rules Committee:** No update.
- **Entertainment:** Fewer tournaments will have refreshments. Shotguns, 27-Hole+events, Member/Guests and limited other events will have refreshments.
- **Recognition Committee:** No update.
- **Interclub Play:** No update.
- **Handicap:** Marc Philo is finishing his handicap reallocation analysis project. A follow up meeting may be necessary before this project can be finalized.

The next meeting is scheduled for 7:00 PM, **Tuesday, February 6th** at The Simsbury Inn to accommodate calendar conflicts.

Meeting adjourned @ 8:52pm

Submitted by: Michael J. Gillis, Secretary, SFMC, Inc.