

Sterling Farms Men's Club  
**April 7, 2009 Meeting Minutes**

The meeting was called to order by Carl Gregorio at 7:35 PM.

**Board Members Present:**

Tom Aberle	Ian Boccaccio	Steve Scorziello	Billy Lombardo
Carl Gregorio	Pete Silver	Peter Periuenis	Sean Sullivan
Ed Roloff	Bart Weissman	Joe Sargis	Dean Pedon
Andrew Lester			

1. Review and approval of March 2009 Meeting Minutes: A motion to approve the March minutes was made by Ed Roloff, seconded by Pete Silver and then passed in a vote to approve.
2. Officers' Reports
  - a. President's Report
    - i. Email blast
      1. April 3, 2009 – Second email blast sent. Key points addressed: Reminders for Masters Party, Post Scores, Membership Sign up
      2. April 17, 2009 – Next blast to address President / VP cup sign up, opening event, and membership.
    - ii. Website Update
      1. Opening Event Sign Up – Live on the website and 10 people have signed up.
      2. President/VP Cup Sign Up – On April 17<sup>th</sup> blast, there will be a link to the sign up portal. The only downside is that the BOG has no way of proving that people signed up will actually play, especially as no payment is required.
      3. Results Format – Carl is looking into changing the results format. The issue with the current format is that the current format is not readable on mobile devices. Carl will develop a more universal format.
    - iii. Bulletin Board Update – Carl has set up the bulletin board and asks the BOG to provide ongoing feedback to ensure consistent improvement.
    - iv. New Scorecards Update – Carl has secured a price of \$265 which will be paid for by an anonymous donor. The downside is that the cards will not be available until the second weekend event.
    - v. Masters Party Update –
      1. There are only 12 people who have RSVP'd to date. Typical attendance runs around 50 people and therefore Carl will confirm 35 people with the Players Club.
      2. Joe Sargis has agreed to derive trivia questions.
      3. We have had no giveaway donations and left with no other option, Carl plans to pay \$100 of club money for SFGC merchandise.
    - vi. April/ May Table Marketing –

1. To date, membership is down. Currently we are 27% behind 2005 rate, which was the club's target year. It was noted that the weather and economy are playing a significant role in the lack of activity in the SFMC.
  2. This Saturday, Peter Periuenis and Jimmy Romenello will cover the marketing table
  3. April 19th – Pete Silver will cover the the morning
  4. May 2nd – Andrew Lester and Carl Gregorio
  5. May 3rd – Sean Sullivan on the first shift and Rick Tippitt on the second shift
  6. Tom Aberle notes that he has been discussing the club with members on Sundays with positive feedback.
  - vii. Vinnie Sheridan tree update - \$600 has been raised and the bench purchase is our objective. We are waiting for a commitment from Paul, at which time we will move forward in raising the remaining capital required (\$1,000 in total).
  - viii. Administrative Calendar – The White Tee tournament will be pushed back by two days due to aeration.
  - b. 1<sup>st</sup> Vice President Report – NO REPORT
  - c. 2<sup>nd</sup> Vice President Report – Sean Sullivan Reports:
    - i. Website Hits: Up to 450 unique hits
    - ii. Email blast working well
    - iii. Enhancement of Member/Member or Member/Guest tournaments:
      1. Idea has been presented to Angela to obtain a launch monitor to set up.
      2. Angela will likely partner with a vendor and seems quite receptive to the idea.
      3. A new training building will be opening this year which will provide additional enhancement to the club. The building will be a joint venture between Callaway and the SFGC and will carry the designation of “Callaway Fit Center.”
  - d. Treasurer Report
    - i. MGA fee has increased to \$19 per member, while the budget planned for \$17, which equates to roughly an additional cost for the club of around \$1,000.
    - ii. A BOG Bank of America (“BOA”) CD is coming due which Ed plans to roll over into a new CD as long as BOA continues to charge no fee for the account.
    - iii. We are running 63 members behind as compared to last year.
    - iv. On-line sign ups are consistent with the prior year.
    - v. 188 Members have signed up to date, which includes 3 honorary members
2. Chairmen Reports
- a. Handicap Chairman Report – The handicap committee is current with all member sign ups.
  - b. Tournament Chairman Report

- i. Tom Aberle requests that the BOG execute our sign up as soon as possible for the opening event
    - ii. Sign ups begin for President/VP Cup will begin five weeks prior to the event.
    - iii. CSGA – The SFMC pays for CSGA and therefore Carl asks that Tom follow up to ensure the SFMC (not the SFGC) website is on the CSGA website.
    - iv. Tom Aberle brought a charity opportunity to the BOG, which was not brought to a vote due to the SFMC’s current financial position which does not allow the club to take on any additional sponsorships
    - v. Weekly events start in two weeks and all parties are aware and ready.
  - c. New Member Chairman Report – Carl Gregorio spoke on Rick Tippitt’s behalf:
    - i. Rick Tippitt wanted to get Stamford Golf Authority (“SGA”) to send a blast with SFMC information. The committee will put together a two sentence pitch to be included in the SGA’s May 1 email blast.
    - ii. The Golf Authority is willing allow SFGC employees to hand out SFMC brochures.
  - d. Rules Chairman Report
    - i. Review Holes 11: A discussion ensued around where to drop a ball that enters into the area for the new construction as the area will not be open until the third week of May. It was decided that the area must be roped off and relief will be granted at the nearest point of relief.
    - ii. Hole 14: The right side of the hole is completely rock. Tom Aberle and Carl Gregorio agree to follow up with Paul to discuss a potential solution.
- 3. Closest to the line – The BOG repealed closest to the line in the prior year and replaced it with a par-three challenge.
- 4. Players Club Menu choices – Costs remained fairly constant. The cost for the opening event will cost \$18/per person.
- 5. New Business – Winter Rules will be in play for the opening event. In the event that the course becomes dry enough, Carl will contact the tournament committee to discuss an option to change to summer rules.
- 6. Adjournment

At 8:24 PM Ed Roloff made a motion to adjourn which was passed in vote, ending the meeting.

Ian Boccaccio  
 SFMC Secretary  
 4/7/2009