

February 8, 2011

SFMC Board Meeting

Attendees

Marc Schulz, Joe Sargis, Bart Weissman, Tom Aberle, Jeff Mayfield, Jim Romaniello, Pete Silver, Bill Lombardo, Howard Kraus, Steve Scorziello, Drew Humphrey, Carl Gregorio, Matt Rende,

Special Guest

Ron Drapeau – CSGA Executive Director

7:35 Meeting called to order

Motion to accept minutes from previous meeting – passed without comment

Schultz introduced Ron Drapeau from CSGA

- Ron explained the purpose and challenges of the CSGA
- Emphasis on increasing costs at CSGA due to legislative issues with the State of CT regarding golf sales/entertainment tax and EPA
- Explained benefits of supporting CSGA as an in-state organization
- Detailed increase in CSGA handicap service fee from \$ 18 to \$ 20 per member up to a maximum of \$ 1500 per club
- In the past, SFMC has contributed \$ 400 per year to CSGA beyond the \$ 125 club dues
- Board members discussed pro's/con's of CSGA vs. MGA for handicap services
- It was discussed that the Sterling Farms women and the pro shop handicap only are offering CSGA memberships by leveraging the men's clubs CSGA membership without contributing to the cost
- Approximately 45 Sterling members overall play in CSGA tournaments, 15 from men's club
- Rende and/or Schultz to pursue equitable contributions from women and pro shop
- Aberle and/or Schultz to follow up with Drapeau on go forward strategy
- It was mentioned that there are intangible benefits by the visibility member participation brings to the club
- No final decision on whether to join CSGA for \$ 1500 was made

Mayfield – to take ownership of creating semi-weekly or monthly “Rules Corner” type content for SFMC website

Schultz updates:

- Paul Grillo reviewed and agreed with proposed schedule
- Grillo looking to 90% online tee times...will provide banner space to SFMC
- Grillo agreed to allow SFMC to make flyers available at ticket window
- To reach out to Anthony Conti on the commission regarding the schedule
- WTP Advisors contributing another \$ 4000 this year for POY award, press release shortly

Budget Conversation

Sargis led discussion and presented proposed budget. Explained process and objectives of finance committee and presented proposed budget for 2011.

VOTE: Motion passed to accept the proposed budget with the following changes: Increase regular membership fee by \$ 5 and eliminate proposed qualifying fees for Club Championship and Pres/VP Cup. Senior and junior rates stay the same.

Rules

Weissman stated to play Winter Rules until further notice.

Schedule

Humphrey presented proposed schedule for 2011.

VOTE: Motion passed to accept proposed 2011 schedule with little discussion

Marketing Proposals

Kraus / Scorziello presented list of ideas to increase club awareness and drive new member enrollment

- Flyers and bulletin boards at ticket window, driving range, and with Sally
- Scorziello suggested the online surcharge discourages enrollments
- Schultz will be sending out weekly email reminders as Feldman did
- Gregorio suggested two email lists to accommodate those who view as SPAM

VOTE: Motion passes unanimously to grant Ian Boccaccio gratis membership for 2011

New Member Presentation

Prospective member Steve Carrera (sp?) introduced himself and expressed interest in joining the board.

VOTE: Motion passes unanimously to accept new member Steve Carrera (sp?)

Schultz – informed board of Robert Whetsell resignation due to work conflicts

9:10 Meeting Adjourned

