

Sterling Farms Men's Club

January, 2011 Board Meeting

January 25th, 2011 (postponed from January 11th, due to snow)

Attendees:

Marc Schultz	Joe Sargis	Bill Lombardo	Steve Scorziello
Ed Roloff	Chris Velandar	Pete Silver	Jeff Mayfield
Tom Aberle	Sean Sullivan	Drew Humphrey	Matt Rende
Carl Gregorio	James Corujo	Howard Kraus	

Meeting called to order 7:31.

President's business:

- Secretary – Currently the Board does not have an elected Secretary, as such we will do the following: Rotate amongst members the task of compiling and submitting minutes of the meetings. There is a possibility that throughout the year we may need an elected Secretary to signs forms, i.e. with the Secretary of State Ct., if necessary we will then effectively elect an individual to the position.
- Website – Marc is currently getting up to speed on the website with the assistance of both Carl Gregorio and James Corujo. We have cancelled the Sterlingfarmsmensclub.org website address, while retaining the .com version
- Sponsorship – We have secured for the 2011 season, sponsorship for the player of the year tournament, from WPA tax advisors. In addition to references to WPA in all mention of the Player of the Year tournament, on the board/newspaper/and prominently on the web site. In addition, we will attempt to gain secondary level sponsors for individual events/hole sponsors. More to come throughout the year.
- Board at Pro Shop – Paul Grillo has communicated that he will have a new board built for the season, including a cover to reduce lost or soaked sheets. Paul will also allow the Club to have flyers at the ticket office and driving range to increase awareness for sign up.
- Marc has mocked up a proposed flyer and will send out a copy for commentary. In addition to the flyer on property, we will investigate distribution at local golf stores. Also, Board members will have a business card sized club value proposition for distribution on course.

1st Vice President

- Noted that we still need to update two trophies from 2010. Tom Aberle volunteered to take care of this issue.

2nd Vice President

- Mentioned that as we now have a Player of the Year tournament in its' second year, that we may look to have a perennial trophy created, similar to those for Club Champion, Member/Member.... Which are kept in the Players' Club. Tom, would also look into this as he finalized the open trophies.

Secretary's Report – N/A

Treasurer's Report

- Ed Roloff submitted a pro forma 2011 budget with final 2010 numbers to initiate the budget discussion. Highlights were: That 2010 finished slightly above breakeven, the club had sufficient funds in reserve to the 2012 Shoreline to be held at Sterling, in 2010 membership ended at a slight decline to prior year, as such the pro forma budget was submitted with sensitivities on membership. The base case for 2011 was currently shown to be in a deficit position.
- Significant discussion on specific line items ensued, with the majority of discussion surrounding events that may not draw a significant percentage of members, increased unit costs to operate, and how to ensure that most events are breakeven in general.
- It was decided to have a budget committee meet to go through each line item and come back to the February meeting with recommendations to get to a balanced budget for the year. (Marc Schultz, Joe Sargis, Tom Aberle, Pete Sliver, Matt Rende and Ed Roloff volunteered to do so.) The timing is tight as we need to send e-mails to the membership around March 1st.
- Noted that Hubbard Heights men's club dues were \$15 higher than Sterlings'. Sterling increased dues in 2010 by \$10, after not raising dues in 2011.
- One question that was raised was the ability to put sign up forms on the website, it appears that we can do so, James Corujo to follow up.
- The final area pertained to the value proposition to the member, while there was some discussion on the subject, it will be taken up in earnest once the budget and events are finalized.

Handicap

- Nothing new at this time. March Schultz will assist Pete Silver during the sign up time frame.

Rules

- Rules Chairman was not in attendance.

New Members

- Traditionally send out e-mails to membership in the early part of March. Historically we have also sent information to members without e-mail addresses by conventional mail delivery.
- One suggestion was to send out by conventional mail, membership information to previous members who did not sign up in 2010.
- This led to discussion on what was the reason for losing membership. Primary anecdotal reasons suggested were: Handicap only, Stamford is transitory location, some players are not please with the tee time situation. To verify some of these claims, Carl Gregorio to send to Joe Sargis membership files to allow for data mining.

Tournament

- Matt Rende and Drew Humphrey submitted a proposed schedule for 2011. Prior to completion, they had conducted discussions with both Hubbard Heights and the Shoreline committee to eliminate scheduling conflicts.
- Overarching goal was to increase participation by increasing stroke play and better ball formats, bringing back better ball of four, while reducing match play vs. par and eliminating total putts. Other formats that are used at Hubbard include: Par battle and Stableford.
- General commentary was that:
 - The Opening event seemed a little early.
 - The member/member & member/guest traditionally have drawn better on Sundays, Matt/Drew to follow up with Paul.
 - Possible change of the format of the VP/Presidents Cup to a two man match play format. There was also concern that this was played early, prior to members feeling that there game was "in shape" and adding to poor participation. General consensus was to keep the Presidents/VP Cup as is, but to investigate adding a Governor's Cup late in the year with the 2 man format. This event was to be self funding in its' design.

- Concern that the closing event would be after the greens are aerated in September. Decided that if over a week in duration, there would be enough time for the greens to heal.
- Matt/Drew to take feedback and commentary and submit final tournament schedule for the February meeting.

Meeting with Pro Shop

- Marc met with Angela regarding changes from her perspective in 2011 as it pertained to the Men's Club.
- Her primary concern was to move away from cash transactions and to move to simplifying record keeping. Changes are:
 - All signups to be made by check, payable to "Sterling Farms Men's Club", in the past the pro-shop has been short cash at the end of collection. This may affect sign up as not all members will have a checkbook with them at time of sign up. This may increase sign up on line, and high light the need for an easy process and the current fee for credit card transactions.
 - They will eliminate paper credits, simply in the book, or possibly moving to a gift card solution.
 - Negatives for the club are that some members do like the paper credit.

Other

- For 2011 we will use the remainder of the existing Men's Club scorecard, but after these are exhausted we will use the regular Sterling Farms cards weekly and qualifying use.
- Note, the tee time sign up will now be internet and phone starting at 5:00AM.

Meeting adjourned at 9:04. Proposed by Tom Aberle, seconded by Joe Sargis.