

Sterling Farms Men's Club
January 13, 2009 Meeting Minutes

The meeting was called to order by Carl Gregorio at 7:39 PM.

Board Members Present:

Bob Feldman	Ciro Pirone	Ed Roloff
Jimmy Romaniello	Joe Sargis	Robert Whetsell
Dean Pedon	Tom Aberle	Josh Fedeli
Ian Boccacio	Rick Tippitt	Bart Weissman
Carl Gregorio	Pete Silver	Andrew Lester
Billy Lombardo		

1. Review and approval of November and December Meeting Minutes: A motion to approve the November and December minutes was made by Josh Fedeli and seconded by Ed Roloff then passed in a vote to approve.
2. Officers' Report
 - A. President's Report: Carl Gregorio
 - i. Website Update – Carl discussed that more information has been loaded to the site and development is well underway
 - a. Feedback
 - 1) Ed Roloff notes that he had trouble signing up for the opening event via the website. When he clicked on the sign up here link, the site 'died.' Carl Gregorio stated that event signup functionality was not incorporated into the site yet.
 - 2) Pete Silver asked why there is no 'buy now' button to which Carl responded that buy now functionality will be incorporated in February.
 - 3) Josh Fedeli stated that the new website loads slowly.
 - 4) Carl discusses the new blog and poses a question as to whether the BOG was happy with the new site. Robert stated that he liked the increased information available in the new site and that the email links are valuable. Carl explained that when you click on the link, the commentary is forwarded to the appropriate contact.
 - 5) Carl then called for the BOG to donate pictures
 - b. Register on Forum Carl asks that all BOG members sign up on the forum and register for a user name and password. Joe Sargis then asked about whether non-members could participate in the blog. Carl notes that the blog is intended for members and we can block email addresses.

- c. President/VP Cup website sign up: Carl will make a form so that members can sign up for tournaments on either the board (at clubhouse) or online. Carl will set up email blasts for deadlines and tournament results.
 - d. Logo: Carl presented the proposed SFMC logos and noted that Angela clearly stated that the SFMC cannot use any artwork owned by SFGC and that we need to derive a new logo. Two options were presented:
 - 1) Skull and cross bones design (bull and crossed golf clubs respectively) was presented and feedback was discussed. Once revisions are mocked up, Carl will send to BOG.
 - ii. Administrative Calendar
 - a. January 22nd: Carl and Tom will be going to Stamford Golf Authority meeting to gain approval for the SFMC tournament schedule.
 - b. The week of February 1st: “Buy now” button will be activated on website.
 - c. April 4th / 5th: Carl will set up the board at clubhouse. The SFMC will take more time this year in improving the aesthetics of the board.
 - d. All of April – new membership drive. The BOG will need to staff range, 1st tee, etc.
 - iii. Vinnie Sheridan Options (SFWGC)
 - a. The options were presented:
 - 1) Over \$1,000 = bench,
 - 2) Under \$1,000 tree.
 - b. The womans’ club has agreed to donate \$200. Pete Silver then made a motion to accept the womans’ club donation which was seconded by Tom and passed in a vote to accept.
 - iv. 2009 Board Challenge: 4 members/event: Carl discusses that the BOG objective is to foster more participation in the club and asks each BOG member to get two people to participate in all major events (the BOG member and one other or should the BOG member not be able to play, then two others).
 - B. 1st Vice President Report - No Report
 - C. 2nd Vice President Report – Sean Sullivan was not present. Carl notes that Sean is working on a mass email account and dealing with the 2nd SFMC URL. Sean’s objective is to keep it simple.
 - D. Treasurer’s Report: Update of 2008 year end was provided by Ed Roloff.
 - i. Net Loss of \$3,434.11 for 2008
 - ii. Major driver of loss was over-budget expenses for Shoreline tournament.
3. Chairmen Reports
 - A. Handicap Chairman Report - No update
 - B. Tournament Chairman Report –

- i. Tom working with Hubbard to get exact date of interclub.
 - ii. Tournament schedule to be approved at January Golf Authority meeting.
 - iii. Instead of stroke play or match play an idea was put forth to hold a least putts tournament in the office season.
 - iv. Billy Lombardo notes that our finals must be on a different day than Hubbard's finals to ensure players can play in both.
 - C. New Member Chairman Report –
 - i. Rick requests feedback from group.
 - ii. Josh notes that we should try a referral fee program. Carl responds that this approach only derives new members that were going to be members anyway. Last year this program was attempted and only drove 7 additional members.
 - iii. Carl touts that the new website is our best selling feature.
 - iv. Tom says that we should request that SFGC sends a Chelsea blast to all permit holders and that the BOG's target market is Sterling Farms players.
 - v. Carl again states that good information that is easily accessible is the best marketing tool we have.
 - vi. Dean volunteered to assist in building a new brochure. Carl requests that inputs are sent to Rick who will be given ample time to explore during the February meeting.
 - D. Rules Chairman Report –No Update
- 4. 2009 Budget (Ed will hand out hard copies) –Carl's discusses that we need to be fiscally conservative in 2009. If membership does not go up, then we will need to consider raising fees in 2010.
 - A. Cost reductions:
 - i. Opening event – Elimination of highest prizes.
 - ii. Computer costs are down
 - iii. Elimination of advertising cost
 - iv. Lowered holiday dinner budget.
 - B. Ed then discusses the 2008 actuals:
 - i. We were on budget except for the loss on the shoreline. We have a maturing CD that will be reinvested in a subsequent CD with funds earmarked for the 2012 shoreline. Goal for 2009 is to maintain membership level of 430. Last year we lost 29 seniors and only picked up 9. Budget to be approved at the February meeting. Carl asked Tom or Billy to periodically review the CT results to collect.
 - C. Increase Standard Membership \$5 on May 1st. A revision to membership dues was discussed. Rob made a motion to increase the standard fee to \$65 as of 5/1, which was seconded by Jimmy Romanello and passed 15 to 1 (Bob Feldman against) in a vote to adopt.
- 5. 2009 Schedule (initial discussion) Carl discusses that our biggest scheduling topic is the number of weekends.
 - A. In 2008, the weekend events ran from April 11 – October 3rd and accounted for 21 events.

- B. In an open discussion, it was decided that the events will begin on April 18th.
- 6. Winter Rules:
 - A. An open discussion around proposed winter rules was undertaken. Rob proposes the rule to be as follows: “through the green: mark, lift, clean and place within a club length no closer to the hole, one time.” Dean makes a motion to adopt Rob’s proposal which Joe seconds and the board passes in a vote to adopt.
- 7. Qualifying for Champion/A Flight only for the Club Championship: Carl discusses that there is a question as to whether we should implement a handicap limit or a qualifier. Tom and Carl will take the list of qualifiers from last year and obtain feedback.
- 8. White Tee Competition (initial discussion): Carl discusses that the objective of this competition is to increase membership utilization for those players that only play during the week. It was noted that the position of the white tees do not vary as much as blue tees and therefore a week long tournament from the white tees is fair. Josh makes a motion to begin the White Tee Competition on a trial basis, which Dean seconds, and is passed in a vote to adopt.
- 9. Limit Course Handicap to 30: Carl to find out how many 30+ handicappers we have and report back for a vote in February. Rob mentioned that there are additional ways to fix this issue such as a combined handicap limit. Rob will report back with USGA recommendations.
- 10. Bruce Nishball Honorary Membership (Free) 2009 – Tom makes the motion honor the 2008 SFMC president with free 2009 membership to the SFMC. The motion is seconded by Ciro and passed in a vote of 15 to 1 (Billy Lombardo against) to adopt.
- 11. February Meeting:
 - A. It was decided that the February meeting will be held Tuesday 2/3
- 12. New Member Vote: Tom made a motion to appoint Pete Perimeuis to the BOG. Billy seconded the motion which then passed in a vote.

At 8:49 PM a motion was made by Joe Sargis, seconded by Billy Lombardo and passed in vote to adjourn.

Ian Boccaccio
SFMC Secretary