

**CITY OF NORWALK  
OAK HILLS PARK AUTHORITY  
NOVEMBER 20, 2014**

ATTENDANCE: Clyde Mount, Chair; Paul Cifatte; Jerry Crowley;  
Ernest DesRochers; John McKenna; Bill Waters

STAFF: Shelly Guyer, Executive Director

**PUBLIC HEARING  
Oak Hills Park Authority  
Rate Card for 2015 Season**

Mr. Mount opened the public hearing at 6:30 p.m. and reviewed the rules of the Public Hearing. He asked speakers to only talk about the rates.

Ms. Barbara Robinson said that she has heard a lot of feedback and would like to see seniors have a discount in ID cards. She suggested charging \$50.00 instead of \$70.00. She said that non-residents should not pay less than residents. Ms. Robinson said that after August, prices should come down for seniors.

Mr. Frank Bisceglia asked if the Authority would try doing a pre pay which would lower the cost to play. Mr. Mount said that they are going to be offering 3 and 5 packs for seasonal memberships. He said that they have not yet figured out how many they would sell, but that is something they should look at. Mr. Bisceglia said that this is something he has been saying for years. Mr. DesRochers said that they have to figure out what to do. He said that they value high play golfers like Mr. Bisceglia.

Mr. DesRochers said that they will have a rate in place by January 1<sup>st</sup> for avid golfers.

There were no other speakers and the public hearing was closed at 6:48 p.m.

**CITY OF NORWALK  
OAK HILLS PARK AUTHORITY  
NOVEMBER 20, 2014**

ATTENDANCE: Clyde Mount, Chair; Paul Cifatte; Jerry Crowley;  
Ernest DesRochers; Joseph Kendy; John McKenna; Bill Waters

STAFF: Shelly Guyer, Executive Director; Jim Schell, Golf Course  
Superintendent; Ed Ruiz, Golf Pro

**CALL TO ORDER**

Mr. Mount called the meeting to order at 7:00 p.m.

**ACCEPTANCE OF MINUTES** - October 15, 2014

**\*\* MR. CIFATTE MOVED TO ACCEPT THE MINUTES AS PRESENTED  
\*\* MR. WATERS SECONDED  
\*\* MOTION PASSED UNANIMOUSLY**

**PUBLIC COMMENT** (3 minutes per person)

Mr. Mount asked all speakers to limit their comments to three minutes.

Ms. Barbara Robinson said that for the last two years has been trying to get people to play golf. She said that Mr. Ruiz is fabulous at getting people from out of town. However, they have been allowing 'no shows' to not pay. Mr. Guyer said that they have been charging no shows. Ms. Robinson suggested charging all 'no shows'. Ms. Robinson said that when she sees the same names over and over as 'no shows' she gets upset.

Mr. Frank Bisceglia said that he plays every day and would like to commend Mr. Schell. He said that the guys are doing an outstanding job at removing the leaves. He said that Mr. Schell and his crew are phenomenal.

Ms. Yvonne Lepore asked the Authority what they have done for Norwalk residents. She said that they call Oak Hills Park a jewel, but it is only for golfers. She told them that they say they have no money, but the money they get goes for golfing. She asked why they think they are entitled to get money from city taxpayers.

There were no other members of the public who wished to speak.

### **CHAIRMAN'S REPORT**

Mr. Mount reported that he and Mr. DesRochers met with the Finance Claims Committee and took them through the plan. He said that they will work with the Finance Claims Committee to address their questions and concerns.

Mr. Mount said that they are working with some local groups to start a different kind of funding for the golf school. He said that he saw a great new computer system which will help with payments. Mr. Mount said that everyone should be proud of the great job they are doing.

### **PRO'S REPORT**

Mr. Ruiz reported that he has been spending a lot of time doing ordering for next year. He plans to increase the amount of different brands and said that he is excited about the new products. He said that he is looking at different registration programs for kids. He said that KPMG will hold an LPG event in June in Westchester. He is looking for 15-20 volunteers and said that it might be a good PR event. Mr. Ruiz said that he will keep everyone updated.

Mr. Ruiz said that the Easy Links point of sale system may be the one to go with. Mr. Guyer explained the system and said that he will have a proposal from them by Monday. Mr. DesRochers suggested contacting 4 – 5 parks that use them. Mr. Mount said that he would like to do a site visit. Mr. Crowley said that this system was developed for municipal golf courses.

### **SUPERINTENDENT'S REPORT**

Mr. Schell reported that they repaired a leak in the restroom. The boiler at the restaurant was fixed; he called Caruso and left a message. The out buildings have been blown out and the ice makers put away. The courses look good, except for the leaves.

Mr. Schell said that he lost two guys who found jobs that paid better. He will have to hire two more this spring. The plow truck should arrive in early December. It was ordered from McMahon Ford.

### **EXECUTIVE DIRECTOR'S REPORT**

Mr. Guyer distributed and reviewed the financials. He said that he does charge for “no shows”; however, he does not charge for all “no shows”. He said that October was down a bit, but that was primarily due to rain on two of the weekends. Mr. Guyer said that they

should get close to 37,000 rounds this year.

## **COMMITTEE REPORTS AND DISCUSSION**

### **A. Tennis/Restaurant Liaison Committee**

Mr. Cifatte reported that the courts are closed. He said that they lost their head of the Mens' Programs, Gene Erik – a delayed victim of 911. He said that he will miss Mr. Erik and it will take 3 – 4 people to do what he did.

Mr. Cifatte reported that the restaurant business has dropped, but they have a lot of events planned. The restaurant is up to date on their rent.

### **B. Operations Committee**

Mr. Crowley discussed the computer upgrade and said that they looked at streamlining manpower. Mr. Guyer said that they had layoffs and the only seasonal people left are the cart managers and a cashier.

### **C. Finance Committee**

#### **Approval of 2014 Fiscal Year Budget**

Mr. McKenna said that they are coming into their tight season. He reviewed the October financials and said that they are down 10%, but year to date, they are ahead of last year. Personnel costs are up. He said that he needs approval of the 2014 budget to close out the 2014 financials. Mr. McKenna said that they did not make budget targets for 2014.

**\*\* MR. CROWLEY MOVED TO APPROVE THE 2014 FISCAL YEAR BUDGET**

**\*\* MR. DESROCHERS SECONDED**

**\*\* MOTION PASSED UNANIMOUSLY**

### **D. Legal Committee and F. Human Resources/Policy Committee**

Mr. Waters reported that they are almost done reviewing the employee handbook and will circulate it to the Authority for their approval. He said that everything is a work in progress.

### **G. Master Plan Committee/Adhoc Driving Range Committee**

Mr. DesRochers said that they have approval from the City for the Master Plan. He said that they met with the Finance Claims Committee last week to begin the process relative to the master plan. The goal is to get the grant completed. He said that the State and City have been wonderful to work with. Mr. Barron has been wonderful and worked very hard. Mr. DesRochers said that they spent about five hours going back and forth on the numbers and feels that they are on to something that can work for everybody. Mr. Mount added that everyone is cooperating.

#### E. Marketing Committee

##### Hearst Presentation

Representatives from Hearst Media gave a presentation. They described their custom social media management plan and said that they work closely with Google. They design programs that put relevant ads in front of relevant people.

Mr. Waters asked about their fee structure. The representative said that they give their clients a dashboard and it provides them with their activity and how much they spend on which products. He recommended checking out Hearst.com. He said that e-mail has made a big come back and said that they can be very specific about who they reach with an e-mail blast.

The representative from Hearst Media said that they can install a pixel on the website at no cost, which will give them demographic information that they can build from.

Mr. DesRochers said that he would like to see a proposal from Hearst Media and asked for a budget range and a geographic area.

The representatives from Hearst Media left the meeting.

Mr. Waters said that he has an e-mail into the DOT because he did not see signs to Oak Hills Park from the Merritt Parkway. He said that he will find out the requirements for sign size. Mr. Waters talked about having \$1,000 sponsorships for signage at a tee. He suggested talking to friends and business partners about sponsorship. Mr. Waters said that this is a team effort.

Mr. Waters talked about doing a promotion for ID cards. The Authority held a discussion about discounting ID cards as a holiday special, starting on the day after Thanksgiving. Wally strongly suggested doing a revenue analysis before deciding. Mr. DesRochers said that buying a card should have some privileges. Mr. Guyer said that an industry standard is that residents book first. Currently, residents can book from 5:00 a.m. to 7:00 a.m. Non-residents can start booking after 7:00 a.m. Mr. DesRochers said that he would like

to see where people would be likely to buy a season pass. Mr. Guyer said that he will print a report. Mr. DesRochers said that if they had a point program, they would be able to do a valued customer point system.

Mr. Mount said that they are looking at offering 3 or 5 pack as stocking stuffers during the month of December. Mr. Guyer suggested keeping it at a 5 pack and limiting it to 2 per buyer.

### **OLD BUSINESS**

#### **A. Oil Tank Update**

Mr. Mount reported that he talked to Mr. Hamilton about taking care of the oil tank.

### **NEW BUSINESS**

#### **A. Approval of 2015 Rates**

**\*\* MR. DESROCHERS MOVED TO APPROVE THE 2015 RATES SUBJECT TO THE FOLLOWING CHANGES:**

#### **ADULT/SENIOR (62+) WITH/CARD**

##### **WEEKDAY**

**OPEN TO TWILIGHT TWILIGHT**

**\$30.00 \$22.00**

##### **WEEKEND/HOLIDAY**

**OPEN TO TWILIGHT TWILIGHT**

**\$30.00 \$22.00**

**\*\* MR. CIFATTE SECONDED**  
**\*\* MOTION PASSED UNANIMOUSLY**

Mr. DesRochers noted that other golf courses have a revenue stream that Oak Hills does not have. Mr. Cifatte said that is why they need the driving range.

### **ADJOURNMENT**

**\*\* MR. CIFATTE MOVED TO ADJOURN**  
**\*\* MR. DESROCHERS SECONDED**  
**\*\* MOTION PASSED UNANIMOUSLY**

There was no further business and the meeting was unanimously adjourned at 9:35 p.m.  
Respectfully submitted,

Rosemarie Lombardi  
Telesco Secretarial Services