

January 2011¹

Location: South Windsor Community Center

Attendees: Al Cusson, Joe Staszowski, Ron Brower , Jared Albert, Howard Latimer, Larry Frechette, Rick LaBruna, Dennis Brown, Brian Gilbert, Gene Sullivan, Phil Richards

Meeting was called to order at 6:15 pm by Al Cusson.

1. Approval of December 8, Meeting Minutes:

- A motion to approve the minutes was made by Phil, seconded by Larry and unanimously passed by the attendees.

2. Membership Report:

- Nothing to report at this point since 2011 membership letters have not been sent out yet.

3. Membership Communications Report:

- A motion was made by Jared, seconded by Howard and unanimously passed by the attendees to set the 2011 membership dues at \$170 for current and all past members of the Men's Club. New member's fee will be \$210. For 2011, the 10 round minimum will be suspended. The rate structure change were made to hopefully increase membership by incenting prior members to join at the current member rate rather than having to pay the new member rate.
- Howard circulated the proposed membership letter for comment. He will finalize the letter and get it to the printer within a week. The return date requested for the membership form will be Feb 2, 2011, the day before the next Board meeting. Howard will also inform the membership that the Spring Banquet will be March 9 at Manneely's.

1. Tournament Committee:

- Rick distributed the proposed 2011 Tournament schedule.
 - Al suggested the last day of the Club Championship be a shotgun format.

¹ Added by A.Coats on 17 February 2015

Several Board members felt this would not be acceptable to the course. Al would check with Casey.

- The Board agreed that the format of 4 Man Best Ball championship will remain the same as last year and the Turkey Shoot would be eliminated.
- Jared was asked to confirm that the Blackledge Men's Club is interested in continuing their interclub matches. Brian G was asked to confirm that the Quarry Brook Men's Club is interested in continuing their interclub matches. If either club is not interested, the Tallwood Men's Club will be asked if they are interested.
- The Board voted to change the format of the individual Match Play championship (Jared proposed, Phil seconded and all attendees agreed except Howard). Qualifiers will be divided into four groups by handicap. Each group would play down to a winner, and then the four group winners would play down to the ultimate champion.

2. Handicap and Rules Report:

- The Board agreed to discuss pace of play at the next meeting.

3. Treasurer's report:

- Jared distributed year end financials (as of December 31, 2010). The year end balance is \$3095 with a 2010 annual net gain/loss of \$443. This balance includes \$165 in the Hole in One pool.
- The Board discussed the annual year end financial review. Al will get a quote from a second person. Based on that information, the Board will decide ,at the next meeting, which person will do the review as well as do the Mens Club's 2010 taxes.

4. Professional Report:

- Al indicated Topstone will be getting new carts for 2011.
- The opening day has not been set yet (after the meeting Casey indicated the date will be March 12th).

5. Old/New Business:

- The Board discussed the individual tournament punch cards for 2011. Casey is not in favor of the Rolodex option. The Board agreed that the punch cards are not transferrable from member to member, but that is difficult to police. The Board felt that putting the names of each member on the cards before they are distributed would be the best option. In addition, tournament cards can only be picked up in person.
- The Board discussed changing banks due to a minimum balance bank fee. The Board agreed (Jared moved the motion, Brian seconded and it was unanimously approved) to close the saving account and put all funds in the checking account to deal with the minimum fee.
- Al asked all Board members to review the Bylaws for areas that need changing or are outdated and be prepared to discuss them at the next meeting.
- Gene discussed membership advertising options in the JI and Reminder. The Reminder ads can be targeted to one or multiple towns and run for 4 weeks from mid February to mid March. The price quoted was also for preferred placement. Al will talk to Casey about sharing the cost with the course. Kieran will be asked to design the ad.

6. Adjournment:

- A motion to adjourn the meeting was made by Brian, seconded by Jared and passed by the attendees at 8:20 pm.

Next meeting dates:

- Future meeting dates
 - February 2, 2011 South Windsor Community Center - Room 207
 - March 2, 2011 South Windsor Community Center - Room 207

Respectfully submitted by Joe Staszowski.²

² Reformatted by A.Coats 17 February 2015

Topstone Men's Club Executive Committee Meeting Minutes

February 2, 2011

Location: South Windsor Community Center

Attendees: Al Cusson, Ron Brower , Jared Albert, Howard Latimer, Larry Frechette, Rick LaBruna, Brian Gilbert, Gene Sullivan, Phil Richards, Kieran Curtis

Meeting was called to order at 6:25 pm by Al Cusson.

1. Approval of January, Meeting Minutes:

- A motion to approve the minutes was made by Larry, seconded by Ron and unanimously passed by the attendees.

2. Membership Report:

- Membership letters went out January 18. One hundred, twenty-six members to date, 5 of which are new.
- One member was granted a carry-over of 2010 dues to 2011 for medical reasons.
- The board agreed that the membership chair and treasurer will sit at the registration table to process all returning or new member "walk-ins" at the spring banquet.

3. Membership Communications Report:

- Howard wants to add a Q&A element to the home page for members to have direct access to the board/club without using email.
- Howard will draft and release a new email covering all topical concerns – from membership issues to the spring banquet date, and our scheduled March opening.
- We are still compiling a past members data base for a targeted email campaign offering a "2011 special" where any past member can return for the returning member rate of \$170. Kieran will do the creative development and work with Howard on the email release date and web tie-ins.

1. Tournament Committee:

- Rick distributed the proposed 2011 Tournament schedule and it was accepted by the board. Howard will update the web site and Kieran will produce the pocket

schedule and tournament cards. Kieran will have the collateral printed and ready for distribution at the spring banquet.

2. Handicap and Rules Report:

- Gene is preparing a presentation about the 2011 pace-of-play guidelines for the banquet.

3. Treasurer's report:

A general conversation ensued about our annual cash-in, cash-out obligations and winter forecasting with an acknowledgement that it is really too soon to make any strategic decisions about budgeting.

4. Professional Report:

- None given

8 Old/New Business:

- There was some conversation addressing the practice of the distribution of tournament cards at the banquet and/or alternative means of identifying or registering

the use of the cards to protect the member from loss or misuse of their card. The discussion was tabled for further consideration.

- Advertising - we will place a series of four (4) small-space ads in the SW Reminder with a special “web offer” for any new members who come to us by way of the ad. Details TBD, but the general direction is to offer a reduced new membership rate or to have a “premium” for the new member in the form of a pro shop credit or extra punches on their t-card. Kieran to do the creative and share with the board. Gene will act as liaison with the media for rates and insertion schedule. Howard will create the new web page tie-in and we can use to track hits and hopefully our ROI with the new tracking software he’s using. Kieran to supply new site graphics for the web pages.
- The board discussed provisions/stipends or alternative incentives/gifts for those new members who joined but did not benefit from seeing the Reminder ad. This specifics of which were tabled for further discussion at the February meeting.
- A careful review of the clubs by-laws have shown that due to the very specific language used in drafting them – predicated on Robert’s Rules of Order – that they are (in some cases) inapplicable to our organization. The rules of order are more applicable to *private* clubs and organizations and contain language that would allow the board to deny a potential member access to the club and/or membership benefits as well as procedural formalities that for all practical purposes are unmanageable and inconsistent with our public charter. The board agreed that Kieran will draft a revised by-laws document for presentation at the year-end banquet that addresses those areas of language in the by-laws that are in conflict with our organization’s management.

9 Adjournment:

- A motion to adjourn the meeting was made by Ron, seconded by Howard and passed by the attendees at 8:12 pm.

Next meeting dates:

March 2, 2011 South Windsor Community Center - Room 207

Respectfully submitted by Kieran Curtis – acting secretary.³

³ Reformatted by A.Coats 17 February 2015

March 2, 2011⁴

Location: South Windsor Community Center

Attendees: Al Cusson, Joe Staszowski, Ron Brower , Jared Albert, Howard Latimer, Larry Frechette, Dennis Brown, Gene Sullivan, Kieran Curtis

Meeting was called to order at 6:15 pm by Al Cusson.

1. Approval of February 9, 2011 Meeting Minutes:

- A motion to approve the minutes was made by Jared, seconded by Larry and unanimously passed by the attendees.

2. Membership Report:

- Currently we have 194 paid members for the 2011 season including 8 new members.

Larry distributed a graph of the membership by month for 2007-2011. Membership as of February has declined each year. Last year the February membership was 209. We have 16 sign-ups for the banquet that have not paid membership dues yet so our total is likely over 225.

3. Membership Communications Report:

- Howard discussed changes made to the website.
- Banquet and membership reminders were sent in January, 2/13 and 2/26. The website analysis tools indicate 63% of the 2/13 and 47% of the 2/26 emails were opened.
- Kieran and Howard discussed the new member ad campaign. A series of print materials has been developed and will be posted at selected business locations, organization web sites and the Men's Club website.
- The Reminder ad will run for 2 more weeks. Our website "hits" have increased following the weeks the ads ran.
- Al will get the Reminder bill to Casey so the club can pay their half of the advertising charge.

⁴ Added by A.Coats on 17 February 2015

1. Tournament Committee:

- The 2011 tournament events were discussed. Kieran indicated the wallet tournament listing cards are at the printer along with the punch cards. Both will be ready for the Spring banquet.
- Wintonbury Hills might be interested in taking the place of Blackledge (no longer interested) for the interclub matches. The Board supported this change. Casey is checking and will inform the Board of their decision.
- The Board agreed to continue to discuss the Turkey Shoot tournament and possibly eliminate it based on finances again this year.
- The board agreed that if the season is delayed one week, the "Hate Em will be eliminated and if a two week delay occurs both the "Hate EM and Shamble" tournaments will be eliminated from the schedule.

2. Handicap and Rules Report:

- The Board agreed to discuss pace of play at the next meeting.
- Gene indicated that he would meet with Casey to insure handicaps and the GHIN inputs are ready for the beginning of the season.

3. Treasurer's report:

- Ron indicated cash flow is currently adequate (membership dues are coming in and expenses are low this time of year).
- Ron agreed to develop several 2011 financial scenarios for the next meeting when the membership totals are better known.

4. Professional Report:

- Jared informed the Board that Casey indicated the Topstone green fees will not increase again this year.
- Al indicated the course staff is concerned about the amount of ice on the greens. Al told the staff if they wanted help removing the ice, the Men's club would send out an email asking for help.
- Al indicted that the course has new carts this year

7 Old/New Business:

- The board agreed that the web special membership rate of \$210 with \$20 of Pro Shop credit will only be available to those new members mentioning the special offer in our Reminder advertisement.

- The Board discussed the option of reducing the \$7.50 payout per person and reinstate additional places in major events. After a discussion, it was decided to keep the places paid in major events the same as last year.
- The Board discussed and agreed (Kieran moved, Dennis seconded and the attendees unanimously agreed) to offer a reduced rate membership beginning August 1 of \$120 with no tournament card.
- Kieran and Dennis agreed to review the suggested bylaw modifications discussed at the last Board meeting and suggest changes for the Board's review in advance of the Fall Banquet. The goal is to present changes to the bylaws to the membership at the Fall banquet.
- The Spring Banquet cost increased by \$1 (\$21) per person as compared to last year.
- Board members were asked to arrive early for the Spring banquet to man the tournament card, check in and raffle tables. Members will be asked to PRINT their name on their membership card at the time they pick them up. Only members present will be able to pick up their card. Casey will have all remaining tournament cards in the Pro Shop.
- Al will check with the First Tee group to see if they can pick up items at the Spring Banquet. If they can't, Al will get them to the First Tee group.
- Al will pick up around ten raffle prizes from Casey with a budget of around \$1000.
- Maneelys will be asked if we can have the Banquet in the front building.

9 Adjournment:

- A motion to adjourn the meeting was made by Dennis, seconded by Howard and passed by the attendees at 8:15 pm.

Next meeting dates:

- Future meeting dates

o April 6, 2011 South Windsor Community Center - Room 207 or Topstone if the club house is open
 – Al will email the Board

Respectfully submitted by Joe Staszowski.⁵

⁵ Reformatted by A.Coats 17 February 2015

April 6, 2011⁶

Location: South Windsor Community Center

Attendees: Al Cusson, Joe Staszowski, Ron Brower , Jared Albert, Howard Latimer, Larry Frechette, Gene Sullivan, Kieran Curtis, Rick LaBruna, Brian Gilbert,, Casey Morris, Brian Lathrop

Meeting was called to order at 6:24 pm by Al Cusson.

1. Approval of March 2, 2011 Meeting Minutes:

- A motion to approve the minutes was made by Brian G. seconded by Ron and unanimously passed by the attendees.

2. Membership Report:

- Current membership is 271 (which includes 32 new members). Larry distributed a graph of the membership by month for 2007-2011.
- Al read a letter he received from a member ,that moved from the area, regarding his positive experience as a member of the Mens club.
- The Board discussed new members and the pro shop credit incentive. Al will discuss with Casey.
- Brian L discussed a call he received before the spring banquet regarding a member who paid for 2011 but subsequently was injured and can not play golf this year. Larry will email the member asking him to put his request in writing and send it to the Board.

3. Membership Communications Report:

- Howard discussed emails sent to members to date. He also indicated his plans to send out 2 emails per month going forward. Emails will discuss upcoming tournaments and possibly a recap of tournaments just completed. Howard asked Board members to email him items to include in these emails.
- Howard also discussed email statistics (i.e. number of emails opened, links clicked, incorrect email address)

⁶ Added by A.Coats on 17 February 2015

1. Tournament Committee:

- Match play qualifying will be April 16-May 1. Jared agreed to help Rick with work related to running this event.
- The interclub match with Wintonbury will be June 25 (away) -26 (home). Team shirts will be provided at the team member's expense. A sign-up list will be posted in the Pro Shop in mid May. The team will be set on a first come basis with preference given to those who can play both days. The Quarry Ridge interclub match will be October 1 (Home)-2 (Away).

2. Handicap and Rules Report:

- Gene discussed the handicap process to be used this year. The Mens club will initially be charged for members listed as of May 15. Another billing will occur at the end of the year for members added after May 15.
- The associate member (just to obtain a handicap) fee will continue at \$50. The Board agreed that for groups of 10+ people, the fee would be \$30 per person.
- Gene indicated that GHIN handicaps will be updated twice a month. The Board agreed that the handicap used for weekly Mens club tournaments will be the handicap in the system as of the Thursday before the tournament.

3. Treasurer's report:

- Ron distributed several budget scenarios (current, 300 and 330 members). The board decided to continue with the current payouts and reaccess the budget on a monthly basis.
- Ron indicated the 2010 financial and tax preparation is underway and will be completed in April.

4. Professional Report:

- Casey discussed a loyalty program Topstone implemented. Mens club members will receive 100 points for each 18 holes played. For every 1000 points earned, the member would be entitled to a free weekday 18 hole round.
- Casey discussed modifications to the Topstone website.

5. Old/New Business:

- Items discussed above.

6. Adjournment:

- A motion to adjourn the meeting was made by Gene, seconded by Brian G and passed by the attendees at 7:45 pm.

Next meeting dates:

- Future meeting dates

○ May 4, 2011 Topstone

Respectfully submitted by Joe Staszowski.⁷

⁷ Reformatted by A.Coats 17 February 2015

May 4, 2011⁸

Location: Topstone Golf Course

Attendees: Al Cusson, Joe Staszowski, Ron Brower , Jared Albert, Gene Sullivan, Kieran Curtis, Rick LaBruna, Casey Morris, Phil Richards, Dennis Brown

Meeting was called to order at 6:31 pm by Al Cusson.

1. Approval of April 6, 2011 Meeting Minutes:

- A motion to approve the minutes was made by Ron, seconded by Kieran and unanimously passed by the attendees.

2. Membership Report:

- Current membership is 307. Ron distributed a graph of the membership for 2007-2011.

3. Membership Communications Report:

- The Board agreed that one more email should be sent to past members inviting them to join the Men's Club.
- Future email will continue to describe common golf rules, remind players about keeping carts away from greens and tees, ask players to fix ball marks on greens, discuss who has won match play rounds, etc.
- Kieran indicated that he will update the website banner.

4 Tournament Committee:

- A motion was made by Dennis, seconded by Ron and unanimously passed by the attendees to reinstate the past year's payouts for the 4 Man Best Ball tournament.
- The Board agreed that emails should be sent to all players in the match play keeping them abreast of the status of matches.
- Al will email all players in the Wintonbury interclub match and explain logistics.

⁸ Added by A.Coats on 17 February 2015

5 Handicap and Rules Report:

- Gene indicated the GHIN list has been submitted.
- Gene indicated that he has sent out 5 pace of play letters.
- The Board agreed that tips on pace of play should be included in future emails.

1. Treasurer's report:

- Ron distributed several financial scenarios. The Board agreed that no additional budgetary changes need to be made at this time.
- Ron indicated the outside financial review and tax preparation is complete.

2. Professional Report:

- Casey indicated the greens were air rated this week. To date, 31 loyalty rounds have been earned.

Casey asked that members be reminded of the loyalty program (free weekday round after each 10 rounds (18 holes) played.

3. Old/New Business:

- Casey was asked, and he agreed, to have spike cleaners installed on various tees as in past years.

4. Adjournment:

- A motion to adjourn the meeting was made by Dennis, seconded by Jared and passed by the attendees at 7:57 pm.

Next meeting dates:

- Future meeting dates

o July 6, 2011 Topstone Clubhouse

Respectfully submitted by Joe Staszowski.⁹

⁹ Reformatted by A.Coats 17 February 2015

July 6, 2011¹⁰

Location: Topstone Golf Course

Attendees: Al Cusson, Joe Staszowski, Ron Brower , Jared Albert, Kieran Curtis, Rick LaBruna, Casey Morris, Dennis Brown, Howard Latimer, Brian Gilbert, Larry Frechette

Meeting was called to order at 6:31 pm by Al Cusson.

1. Approval of June 8, 2011 Meeting Minutes:

- A motion to approve the minutes was made by Brian, seconded by Larry and unanimously passed by the attendees.

2. Membership Report:

- Current membership is 312. Ron distributed a graph of the membership for 2007-2011. To date, we have 40 new members, 258 returning members and 14 prior members returning.

3. Membership Communications Report:

- The Board discussed the mid-year rate of \$120.
- Al will be emailing a mid-year Men's Club status report to all members within the next month.
- Future communication emails will continue to describe common golf rules, ask players to fix ball marks on greens, discuss who has won match play rounds and major tournaments, how a handicap is adjusted between white and gold tees, etc.

4 Tournament Committee:

- Topstone won the Wintonbury interclub match.
- Match play events moving along well.

¹⁰ Added by A.Coats on 17 February 2015

5 Handicap and Rules Report:

- USGA handicap bill has been received.
- The Men's club has 23 associate members (handicap only).

1. Treasurer's report:

- Ron distributed several financial scenarios. The Board agreed to reduce the 4 Man Best Ball payouts to

\$600 (from \$750) due to budgetary concerns and number of teams in the event.
- Players in the Club Championship will receive a \$5 food ticket. Payout will be for 4 places in flights of 10 or more players, 3 places in flights of 6-9 players and 2 places in flights of 5 or less. The E flight will only be a net payout.
- The Board agreed that the President's and Senior Cup payouts will be the same as last year.
- The Board agreed that an end of year account balance of \$2000-\$3000 is acceptable.

2. Professional Report:

- Nothing major to report.

3. Old/New Business:

- The Board agreed to have the Fall Banquet at Topstone as long as the lower level room can accommodate the number of likely attendees. Al will finalize this with Tracy.
- Jared agreed to email the Board a comparison of rounds played this year vs. prior years.
 - Jared emailed the table below to the Board members following the meeting:

Year	March	April	May	June
2011	94	539	1,287	1,918
2010	187	698	1,436	2,119
2009	194	690	1,523	2,157
2008	106	651	1,393	2,167
2007	48	526	1,278	2,141

4. Adjournment:

- A motion to adjourn the meeting was made by Brian G, seconded by Howard and passed by the attendees at 7:40 pm.

Next meeting dates:

- Future meeting dates
- - September 7 Topstone Clubhouse (later changed to Sept 15)
 - October 5 Topstone Clubhouse

Respectfully submitted by Joe Staszowski.¹¹

¹¹ Reformatted by A.Coats 17 February 2015

December 2011¹²

Location: South Windsor Recreational Center

Attendees: Al Cusson , Kieran Curtis, Joe Staszowski, Rick LaBruna, Ron Brower , Howard Latimer, Gene Sullivan, Larry Frechette, Brian Gilbert

Meeting was called to order at 6:25 pm by Al Cusson.

1. Approval of November 10, 2011 Annual Meeting Minutes:

- A motion to approve the minutes was made, seconded and unanimously passed by the attendees.

2. Membership Report:

- Membership for 2011 is 317 plus 2 special members.

3. Membership Communications Report:

- The Board agreed to keep the dues the same as 2011 (\$210 for new and \$170 for current members). Howard will arrange for AAA to mail out 2012 membership renewal forms before the end of December.

4. Tournament Committee:

- Al asked that a draft 2012 tournament schedule be discussed at the January meeting.

¹² Added by A.Coats on 17 February 2015

- The Board discussed the possibility of adding a two-man best ball Member Guest to the 2012 schedule. This event as well as other new events (like a Kodak challenge) will be discussed at the January meeting.
- The Board discussed the pros and cons of having the annual dues cover an event like Ringers, Kodak challenge, etc. No decision was made.
- The Board discussed the pros and cons of a tri- interclub match (Rolling Meadows, Wintonbury and Quarry Ridge) versus alternating interclub matches between clubs each year. Al will discuss this with Casey and report back at the January meeting.

5 Handicap and Rules Report:

- Gene will check with the CSGA to determine if this is the year that the Men's club needs to attend a handicap seminar to keep current. Gene indicated he will attend the seminar if that is a requirement.

6 Treasurer's report:

- Ron distributed the financial report which showed a year end balance of \$5869.44. The Board indicated its intent to achieve a lower year end balance for 2012. The method to achieve this reduction will be dependent on the Men's club membership for 2012.

7 Professional Report:

- Nothing major to report.

8 Old/New Business:

- The Board discussed the Fall banquet. Everyone felt the venue worked out well. There was plenty of food and adequate space. The Board felt it was likely the Fall banquet would be at Topstone again next year.
- The Board will decide in January on the location for the Spring banquet. Al will check to see when the Topstone clubhouse will open in 2012 to determine if that location is an option.
- The Board discussed the cut off date for a midyear membership. No decision was made.
- Kieran indicated he would ask several Board members to help him develop a straw proposal for updating the bylaws. Proposed changes would be presented to the full Board at the

January or February meeting such that they could be presented to the membership for approval at the Spring meeting.

9 Adjournment:

- The motion to adjourn the meeting was made, seconded and passed at 8:20 pm.

Next meeting dates:

- Future meeting dates
 - January 5, Room 206 South Windsor Recreation Center
 - February 1, Room 206 South Windsor Recreation Center
 - March 8, Room 206 South Windsor Recreation Center

Respectfully submitted by Joe Staszowski.¹³

¹³ Reformatted by A.Coats 17 February 2015