

**SELECTBOARD MEETING  
TUESDAY, JANUARY 16, 2018  
SELECTBOARD MEETING ROOM – 7:00 P.M.  
AGENDA**

**Note: Not all the topics listed in this notice may actually be reached for discussion. In addition, the topics listed are those which the chair reasonably expects will be discussed as of the date of this notice.**

1. CALL TO ORDER
2. APPROVAL OF MINUTES *December 19, 2017 Regular Selectboard Minutes &  
January 2, 2018 Regular Selectboard Minutes*
3. ANNOUNCEMENTS/OPEN FORUM
4. CONSENT AGENDA
  - A. Requests for One Day Beer and Wine License: Willits-Hallowell Center. Rachel Osborn. Wednesday, January 31, 2018 and Wednesday, February 7, 2018
  - B. Request for One Day Beer and Wine License: All Saint’s Episcopal Church, James Pictias. Saturday, February 10, 2018.
5. NEW BUSINESS
  - A. FY 2019 Budget Review
  - B. Colliers Contract
6. RESIGNATIONS/APPOINTMENTS  
Acceptance of Resignation from Council on Aging – Donald Lever
7. OTHER BUSINESS
  - A. Recap of Town Meeting
  - B. Ledges Report
  - C. List of Elected Positions
8. TOWN ADMINISTRATORS REPORT
9. CHAIRMAN’S REPORT
10. ADJOURN

**SELECTBOARD MEETING  
DECEMBER 19, 2017  
SELECTBOARD MEETING ROOM – 7 P.M.  
MINUTES**

Present were Members: Chair Sarah Etelman, Vice Chair John R. Hine, Clerk Andrea Miles, Bruce C. Forcier and Ira J. Brezinsky; Town Administrator Michael J. Sullivan.

SB Chair Etelman called the meeting to order at 7 p.m., noting that all members were present.

**1. APPROVAL OF MINUTES**

SB Member Forcier moved to approve the minutes of the November 7 and November 21, 2017 regular Selectboard meeting. SB Member Brezinsky seconded. The motion passed unanimously 5:0.

**2. ANNOUNCEMENTS/OPEN FORUM**

SB Member Forcier announced that Corey Whelihan and Matthew Bosowicz have graduated from the Western Mass Police Academy.

Bag the community will be taking place over Martin Luther King weekend. Bags are dropped off on Saturday and picked up on Monday. Volunteers are needed. Call or text 535.8861 or email [bagthecommunity.2018@gmail.com](mailto:bagthecommunity.2018@gmail.com)

SB Chair Etelman announced that Town Hall will be closing at noon on Friday, December 22.

The Collector's office will have extended hours in January for bill payments. They will be open every Wednesday and Thursday, starting January 10 until February 1, from 8am – 6pm. They'll also be open on Saturday, January 27 from 9am – 12pm.

**Jon Camp** spoke during open forum to ask why board member are kept on committees if they don't attend meetings. SB Chair Etelman stated that when it's time to do appointments they reach out to the chairs of each committee to get recommendations of who they should keep on. Jon asked for it to be noted that the Golf Committee isn't showing up to meeting.

**3. CONSENT AGENDA**

Request for One Day Beer and Wine License: Gaylord Library, 47 College St., January 5, 2018, February 2, 2018, March 2, 2018, April 6, 2018, May 4, 2018 and June 1, 2018.

SB Member Brezinsky made motion to approve. SB Member Forcier seconded. The motion passed unanimously 5:0.

**4. INTERVIEW**

Nancy Apple, Sustainability and Energy Committee

Nancy Apple would be the representative from Mount Holyoke College. SB Chair Etelman noted that, to her knowledge, this is the only committee that has a provision for a non-South Hadley resident to be a member of the committee.

SB Member Brezinsky made a motion to appoint Nancy Apple to the Sustainability and Energy Committee with a term ending June 30, 2018. SB Clerk Miles seconded. The motion passed unanimously 5:0.

**5. NEW BUSINESS**

**A. License renewals 2018**

SM Member Forcier moved that all licenses/permits are renewed as presented and are required to comply with all required payments and inspections. Final issuance will only be processed upon all requirements being satisfied. SB Member Brezinsky seconded. The motion passed unanimously 5:0.

**B. Sign for Library; "Parking for Library Use Only"**

Mike Sullivan, Jim Reidy and Chief Parentela, along with a vote from the trustees and director, are asking the Selectboard to allow them to put three signs up at the exits letting people know the primary use for the parking lot is for library use. They want the police to have the appropriate power to approach vehicles and they fill the signs will give them this.

SB Vice Chair Hine moved to approve the "Parking for Library Use Only" sign. SB Clerk Miles seconded. The motion was passed unanimously 5:0.

### **C. Drunken Rabbit Brewery Request to Extend Hours for December 31, 2017 until 1:00AM**

SB Member Brezinsky made the motion to approve the extended hours for December 31, 2017. SB Member Forcier seconded. The motion passed unanimously 5:0.

### **D. Tree City USA Application**

This will mark the 23<sup>rd</sup> year South Hadley has been a Tree City.

SB Member Forcier moved to approve the motion for SB Chair Etelman to sign the Tree City application. SB Member Brezinsky seconded. The motion passed unanimously 5:0.

## **6. OTHER BUSINESS**

### **A. Ledges RFP Consultant**

Mr. Sullivan sent the Selectboard the proposal for Colliers. There are a few things the Selectboard would like to capture in the contract, including provisions in understanding the RFP process for Massachusetts. They would also like to cap the travel.

Mr. Sullivan asked for the boards permission to move forward in creating a contract for their final vote.

In an effort to expedited the process, Mr. Sullivan can tell Colliers that the board plans to move forward so they can get the Ledges on their schedule sooner rather than later.

SB Member Brezinsky wants to make sure Colliers has the clear message that they are on a tight timeline that they would like to stick to, or be ahead of it.

SB Vice Chair Hine would like to see Colliers response to some of the things they asked of them, including understanding the procurement process in Massachusetts.

SB Member Brezinsky asked for it to be on the record that they have stated July 1, 2018 is the goal to have everything in place. If things aren't right by then, they'll know and will know a better direction to head towards.

Mr. Sullivan said that the July 1 deadline is what is out there and that remains their goal.

SB Chair Etelman asked if Mr. Sullivan has what he needs from the board. He stated he does and they will develop a contract over the next couple of weeks.

### **B. Approval of Community Development Strategy for 2018-2019 (PVPC)**

The draft before the board reflects the edits and changes suggested by the Selectboard during the previous meeting.

SB Member Brezinsky moved to accept the motion. SB Clerk Miles seconded. The motion was passed unanimously 5:0.

### **C. Finalize January 10, 2018 Special Town Meeting Warrant**

The Warrant before the board has been reordered, per the SB request as of their last viewing. The grammatical changes SB Chair Etelman made were not reflected. However, the vote is to finalize the substance of the Town Meeting Warrant.

SB Vice Chair Hine moved to approve the motion. SB Member Forcier seconded. The motion passed unanimously.

### **D. Authorize Ballot Questions (Ban on Marijuana, Size of BOH, BOH Elected or Appointed)**

The first ballot question would be a non-binding question, as the law allows. The second question would be non-binding. The third question would be a binding referendum. All these questions have gone through Town Council.

SB Members Brezinsky and Forcier noted some grammatical errors.

SB Vice Chair Hine made a motion to approve the questions as amended. SB Member Brezinsky seconded. The motion passed unanimously 5:0.

SB Member Forcier moved to adjourn. SB Member Brezinsky seconded. The motion passed unanimously, 5:0. The meeting was adjourned.

RESPECTFULLY SUBMITTED,

COURTNEY HUMMEL  
ADMINISTRATIVE ASSISTANT

**SELECTBOARD MEETING  
JANUARY 2, 2018  
SELECTBOARD MEETING ROOM – 7 P.M.  
MINUTES**

Present were Members: Chair Sarah Etelman, Vice Chair John R. Hine, Clerk Andrea Miles, Bruce C. Forcier and Ira J. Brezinsky; Town Administrator Michael J. Sullivan.

SB Chair Etelman called the meeting to order at 7:00 p.m., noting that all members were present.

**1. APPROVAL OF MINUTES**

SB Member Brezinsky moved to approve the minutes of the December 5, 2017 regular Selectboard meeting. SB Clerk Miles seconded. The motion passed unanimously 5:0.

**2. ANNOUNCEMENTS/OPEN FORUM**

SB Member Forcier gave a reminder that Bag the Community will be taking place on Saturday, January 13. Bags will be dropped off and picked up on Monday, January 15. Canned goods and monetary donations are welcome.

There is a salt/dirt mix located at the DPW garage, located outside the gates, for anyone who needs it.

SB Member Brezinsky gave an update on Music and Arts South Hadley. They have partnered with Laudable Productions out of Easthampton. They'll work to make Music and Arts more sustainable. They'll be helping with branding, marketing, programs, talent procurement, fundraising, etc.

Some upcoming events include; Jazz Festival on February 8 - 11, The Annual Fundraiser FestForward will take place on March 24, 2018. The Craft Fest will be on April 21, 2018 and River Roll and Stroll in May.

SB Chair Etelman reminded everyone that the Town Administrator's pre-Special Town Meeting presentation will be on January 3 at 6pm in the Selectboard Meeting Room.

Town Administration Sullivan stated that, starting next Wednesday, the Collector's office will be open extended hours until 6pm, they will also be open Saturday, January 27 from 9am – 12pm.

**3. INTRODUCTION OF NEW EMPLOYEES**

**Employee Engagement Specialist Kristen Maher**

Mrs. Maher's duties will include updating (and working on the backend) of the town website, updating the social media pages, as well as some human resource duties. Mr. Sullivan noted that she is a great addition to the staff.

**4. NEW BUSINESS**

**A. Ledges RFP Consultant Contract Update**

Mr. Sullivan said Colliers, with Allen Depuy as their contact, received South Hadley's (standard) contract last week. What Colliers proposed would be the scope of work, with a few adjustments; capping the travel and ways to better serve the RFP needs. Colliers said they are hoping to get it back to Mr. Sullivan by the end of the week.

SB Member Brezinsky asked for a sketch of the financials. Mr. Sullivan said the base was \$16,383 and it would be capped at \$19,000.

SB Vice Chair Hine asked if there is a schedule. Mr. Sullivan said they felt they could stick to the timeline outlined. They feel they could get an RFP out by late February/early March. The board could pick their choice in June and then move towards a contact in July.

Mr. Sullivan said once Collier's makes their recommendation, it's in the hands of the Selectboard to choose.

Mr. Sullivan stated he hopes to have the contract to the Selectboard for their review by the end of the week. Per SB Member Brezinsky's request, he also stated he believe he can have Colliers skype in to their next Selectboard meeting.

The board agreed that they would like to see the contract, with them being given 24-48 hours to review, before it's signed and sent back to Colliers.

SB Vice Chair Hine made a motion to have the Town Administrator sign the contract as presented. SB Member Brezinsky seconded. The motion passed unanimously 5:0.

## **B. Special Town Meeting January 10, 2018 Update**

The final signed copy of the warrant has been sent to all Town Meeting Members electronically.

Planning board will be taking the first five articles.

If they want to see Marijuana banned, then be prepared for the ballot question.

Conservation will have Selectboard present the Wetland Specification.

The Planning board report is on the town website.

Mr. Sullivan noted that River Range gets confusing because of all the different grants we've earned. The motion will be for \$97,000.

Open Space Plan is required by the state of Massachusetts, so it's an appropriate time for South Hadley to update this.

Mr. Sullivan reiterated that the Fund Transfer is not money being spent. Instead being put into what he would call a savings account.

SB Member Brezinsky asked what they would be spending the \$97,000 on in Article 13. Mr. Sullivan said that it's all external expenses. It's to engage either Pioneer Valley Planning Council, or other consultants, to work on both plans. The originally Master Plan cost roughly \$118,000 and the last Open Space update cost about \$35,000. Because there is so much commonality between the two, the thought is to do it all at once in able to lower the cost. Any money that isn't used will be returned to the General Fund.

SB Member Brezinsky asked about Article 18, changing the local election date from April to September (or possibly November), and if there has been any further discussion on it. Mr. Sullivan said he went along with what Town Meeting had decided before. If it becomes a discussion point during Town Meeting, and someone wants to make a motion to change it to November, they can. SB Vice Chair Hine stated that if they do want to change it to November instead of September, they would have to amend it from April to September and then to change the language to amend it to change it to November.

## **5. OTHER BUSINESS FY19 Budget Update**

Mr. Sullivan stated 4.7% is the increase for insurance for the upcoming budget cycle. This is good news as compared to last year. The budget process is moving along, with almost all departments in. He hopes to have a draft before the board in February.

Mr. Sullivan gave the Selectboard a handout of the balances for monies they are transferring for stabilization. He'll confirm this handout and get back to the board regarding the numbers.

## **6. TOWN ADMINISTRATORS REPORT**

SB Chair Etelman thanked everyone in the Treasurer/Collector office for their work the past week.

Mr. Sullivan brought up a potential dog park. He said there are four or five core people who are interested in this. He has a meeting set up for January 17 at 4pm in the Selectboard Meeting Room for anyone who is interested. Mrs. Sullivan thinks if it's going to be successful, it needs to be a town project, not municipal.

### **CHAIRMAN'S REPORT**

SB Chair Etelman said they should discuss the MMA conference at their next meeting.

SB Member Forcier moved to adjourn. SB Clerk Miles seconded. The motion passed unanimously. The meeting was adjourned.

RESPECTFULLY SUBMITTED,

COURTNEY HUMMEL  
ADMINISTRATIVE ASSISTANT





FEE: \$30

**TOWN OF SOUTH HADLEY**  
**SPECIAL LICENSE**  
**WINE AND MALT APPLICATION**  
(Revised 5/2015)

To the Licensing Authorities:

Date: 1/3/18

The undersigned hereby applies for a Special License – Wine and Malt in accordance with the provisions of the Statutes relating thereto:

NAME: WILLITS-HALLOWELL CENTER  
COMPANY/ORGANIZATION: MOUNT HOLYOKE COLLEGE  
ADDRESS: 50 COLLEGE ST, S. HADLEY, MA 01075  
TELEPHONE: 413-538-2220  
DATE APPLIED FOR: WEDNESDAY, JANUARY 31, 2018  
REMISES TO BE LICENSED: ART MUSEUM LOBBY  
HOURS OF OPERATION: 6:00-8:00PM  
ALCOHOL WILL BE (CHECK ONE): SOLD \_\_\_\_\_ GIVEN AWAY PROVIDED  
TYPE OF EVENT: RECEPTION

**RESTRICTIONS ON SPECIAL LICENSE – WINE AND MALT**

1. If the event is to be held indoors in a building or structure not certified as a place of assembly, an inspection must be requested and performed by the building inspector and the head of the fire department. To schedule an inspection, please call 413-532-5343 (District 1) or 413-534-5803 (District 2).
2. Per MGL Chapter 138, Sections 12 and 33, alcohol cannot be sold between the hours of 2 a.m. and 8 a.m. Monday-Saturday or between the hours of 1 a.m. and 12 noon on Sunday.

**LIABILITY DISCLAIMER FOR SPECIAL LICENSE – WINE AND MALT**

By exercising the privileges of this license in serving persons with alcoholic beverages, the licensee is potentially exposed to significant liability for injuries and damages to persons served or to others who are injured or damaged by the persons served. Your acceptance and exercise of this license will be deemed to be acknowledgement that you are aware of this potential liability. You are encouraged to discuss the risks associated with exercising your privileges of the license and the precautions appropriate to avoid injuries, damage and liability to others with your legal advisor. The Town of South Hadley, and the Select Board as Local Licensing Authority, shall not be liable to the licensee or others if injury or damage shall result from the exercise of the license.

Signature of Applicant: Rachel A. Osborn

**LIQUOR LIABILITY INSURANCE REQUIREMENT**  
For any event where alcohol is to be sold on town-owned property, liquor liability insurance naming the Town of South Hadley as an additional insured must be obtained prior to the event with a minimum per occurrence amount of \$250,000. A certificate of insurance showing liquor liability insurance coverage must be submitted to the Selectboard office at the time of application.



FEE: \$30

**TOWN OF SOUTH HADLEY**  
**SPECIAL LICENSE**  
**WINE AND MALT APPLICATION**  
(Revised 5/2015)

To the Licensing Authorities:

Date: 1/3/18

The undersigned hereby applies for a Special License – Wine and Malt in accordance with the provisions of the Statutes relating thereto:

NAME: WILLITS-HALLOWELL CENTER  
COMPANY/ORGANIZATION: MOUNT HOLYOKE COLLEGE  
ADDRESS: 50 COLLEGE ST, S. HADLEY, MA 01075  
TELEPHONE: 413-538-2220  
DATE APPLIED FOR: WEDNESDAY, FEBRUARY 7, 2018  
REMISES TO BE LICENSED: ODYSSEY BOOKSHOP  
VILLAGE COMMONS, S. HADLEY  
HOURS OF OPERATION: 5:30-7:00PM  
ALCOHOL WILL BE (CHECK ONE): SOLD \_\_\_\_\_ GIVEN AWAY PROVIDED  
TYPE OF EVENT: RECEPTION

**RESTRICTIONS ON SPECIAL LICENSE – WINE AND MALT**

1. If the event is to be held indoors in a building or structure not certified as a place of assembly, an inspection must be requested and performed by the building inspector and the head of the fire department. To schedule an inspection, please call 413-532-5343 (District 1) or 413-534-5803 (District 2).
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Signature of Applicant: Rachel A. Chorn

**LIQUOR LIABILITY INSURANCE REQUIREMENT**  
For any event where alcohol is to be sold on town-owned property, liquor liability insurance naming the Town of South Hadley as an additional insured must be obtained prior to the event with a minimum per occurrence amount of \$250,000. A certificate of insurance showing liquor liability insurance coverage must be submitted to the Selectboard office at the time of application.



**TOWN OF SOUTH HADLEY**  
**SPECIAL LICENSE**  
**WINE AND MALT APPLICATION**  
(Revised 5/2015)

To the Licensing Authorities:

Date: Jan 10, 2018

The undersigned hereby applies for a Special License – Wine and Malt in accordance with the provisions of the Statutes relating thereto:

NAME: James Pietras

COMPANY/ORGANIZATION: All Saints' Episcopal Church

ADDRESS: 7 Woodbridge St. S. Hadley, MA

TELEPHONE: [REDACTED]

DATE APPLIED FOR: Saturday, Feb 10, 2018

PREMISES TO BE LICENSED: Kidder Hall

HOURS OF OPERATION: 6:00 pm - 9:30 pm

ALCOHOL WILL BE (CHECK ONE): SOLD  GIVEN AWAY

TYPE OF EVENT: 2<sup>nd</sup> Annual Trivia Night

**RESTRICTIONS ON SPECIAL LICENSE – WINE AND MALT**

1. If the event is to be held indoors in a building or structure not certified as a place of assembly, an inspection must be requested and performed by the building inspector and the head of the fire department. To schedule an inspection, please call 413-532-5343 (District 1) or 413-534-5803 (District 2).
2. Per MGL Chapter 138, Sections 12 and 33, alcohol cannot be sold between the hours of 2 a.m. and 8 a.m. Monday-Saturday or between the hours of 1 a.m. and 12 noon on Sunday.

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Signature of Applicant: James J. Pietras

**LIQUOR LIABILITY INSURANCE REQUIREMENT**  
For any event where alcohol is to be sold on town-owned property, liquor liability insurance naming the Town of South Hadley as an additional insured must be obtained prior to the event with a minimum per occurrence amount of \$250,000. A certificate of insurance showing liquor liability insurance coverage must be submitted to the Selectboard office at the time of application.

To: Director Leslie Hennessey

South Hadley Council on Aging

From; Donald lever ,Member

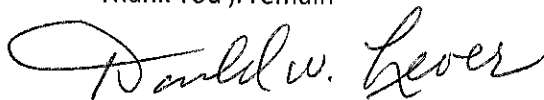
Sub; Resignation

Dear Leslie ,

Please notify the Council and Board of Selectmen, that I no longer will be serving as a member of the board as of 01-01-2018.

I have been elected to serve as Assist Treasurer for the Friends of South Hadley Elderly,Inc. and cannot serve both.

Thank You ,I remain

A handwritten signature in cursive script that reads "Donald W. Lever". The signature is written in black ink and is positioned above the printed name.

Donald W. Lever

 ORIGINAL

**TO: South Hadley Selectboard**

**FROM: Andy Rogers, Ledges Golf Club**

**RE: Ledges End of Season Report (mid-fiscal year)**

**DA: January 11, 2018**

The second half of the 2017 golf season was certainly interesting at the Ledges and I feel our staff did a great job especially from August until the end of the season with the staff changes and media focus on the club. James Hampton who is our remaining golf professional, was instrumental in keeping things running seamlessly, especially with the many outside events on our calendar and helping with Valley View Grille. Our employees really stepped up to the plate and did a fantastic job under less than ideal circumstances and I commend them for that!

As I put 2017 behind us, I look forward to the 2018 season as I like where we are financially and think we have a chance to break even in this fiscal year. I am also committed to do whatever is needed as we transition into a management company moving forward.

**End of Season/Closing:**

We had some great weather after the previous traditional closing date of November 20 (Sunday before Thanksgiving) and had a successful run late in the season. We had over \$10,000 in additional sales and it's a shame we had snow in early December. There were a few warmer days with quite a bit of play and we wanted that to continue! It is a positive as people are always happy for bonus golf late in the season and lots of good will was created staying open late.

I want to make the following notes about closing of the course/building for the season:

- The building was fully cleaned at the end of the season, grease trap emptied, grill hood cleaned, etc... We will be ready to open immediately without hesitation in the spring.
- The kitchen was rearranged to try to maximize efficiency as well as making some necessary repairs in that area.
- The men's bathroom was painted as it needed a fresh coat.
- The building temperature has been dropped to save on energy costs, we turned off most appliances, computers, etc... that were not needed over the winter and we taped the doors to try to keep the warm air in (and cold air out).
- Friendly winter use of ledges signs were posted and I sent a memo to the Town Reminder on that same subject. With the snow, there have been many snow-shoe folks and cross country skiers using the facility.
- We were open until December 22<sup>nd</sup> with the ability to purchase gift cards and Ledges merchandise.

### Golf Staff:

As we look forward to the 2018 season, James Hampton is committed to being our PGA Professional and we are excited for that. For the second half of the 2017 season, we had to get creative in scheduling, especially the last month or so where we basically had just three employees working with the limited hours. We feel we can get through the first month or so of the season in a similar way until we start to ramp up with our leagues and events and daylight starts to extend into the night.

Most of our golf staff is looking to return and feel we can offer great service while also keeping to our budget. There are some great employees that are committed to and love the Ledges and we look forward to another year with them.

We would like to bring James back around March 5 and have our key Valley View staff back earlier for 2018 to get a jump on things. I may have delayed that too much in 2017 putting us behind the 8-ball to start the season in an attempt to save on the budget.

One area that will take a hit is golf instruction with only James on staff. People certainly are looking for this program and we may have to look at renting our range to an outside instructor so people can get lessons at the course. We will still try to run some beginner's clinics and/or the Junior PGA program if we can make it work with the staff we have.

### Golf Revenue:

*This chart shows the comparisons between the last three golf seasons.*

<b>Full Season Comparison</b>			
<b>Items</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Open Green Fee	\$74,905.73	\$14,444.94	\$76,147.08
Weekday	\$278,380.00	\$357,979.00	\$296,434.00
Weekend	\$188,762.00	\$217,059.00	\$177,229.00
Coupons	(\$2,555.00)	(\$3,005.00)	(\$7,675.00)
<b>Greens Fees</b>	<b>\$ 539,492.73</b>	<b>\$ 586,477.94</b>	<b>\$ 542,135.08</b>
Carts	\$155,445.95	\$158,728.83	\$153,936.77
Range	\$14,000.00	\$15,040.00	\$16,495.00
GHIN	\$1,190.00	\$875.00	\$560.00
Rentals	\$2,302.97	\$1,816.53	\$698.64
Merchandise	\$38,719.18	\$38,486.32	\$36,747.26
<b>Sub-Totals</b>	<b>\$ 751,150.83</b>	<b>\$ 801,424.62</b>	<b>\$ 750,572.75</b>
Annual Passes	\$88,715.00	\$80,338.00	\$95,782.50
<b>Total</b>	<b>\$ 839,865.83</b>	<b>\$ 881,762.62</b>	<b>\$ 846,355.25</b>

We were down a little over \$40,000 in golf revenue from 2016 to 2017; the majority of which I would attribute to wet weather, especially on weekends and holidays. We also had a later than normal start due to some late snow. Revenue was similar to the 2015 season which I believe was also a wet season.

If we had offered an early pay incentive for annual passes, we may have closed the gap in little in 2017; however, that will certainly benefit the 2018 season.

The difference between “open green fees” is how we ring in Golfnow, discounted and/or tournament rounds which might differ from our standard rates.

*This chart compares July 1 – December 31 for the last three seasons.*

<b>July 1 to close</b>			
<b>Items</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Open Green Fee	\$ 46,966.64	\$ 10,014.00	\$ 46,471.00
Weekday	\$ 164,488.00	\$ 217,299.00	\$ 192,241.00
Weekend	\$ 119,767.00	\$ 131,179.00	\$ 109,326.00
Coupons	\$ (1,105.00)	\$ (2,480.00)	\$ (3,440.00)
<b>Greens Fees</b>	<b>\$ 330,116.64</b>	<b>\$ 356,012.00</b>	<b>\$ 344,598.00</b>
Carts	\$ 97,778.63	\$ 95,228.87	\$ 97,632.92
Range	\$ 7,665.00	\$ 7,265.00	\$ 8,305.00
GHIN	\$ 105.00	\$ 175.00	\$ 35.00
Rentals	\$ 626.51	\$ 793.83	\$ 559.00
Merchandise	\$ 23,948.90	\$ 26,710.17	\$ 26,102.46
<b>Totals</b>	<b>\$ 460,240.68</b>	<b>\$ 486,184.87</b>	<b>\$ 477,232.38</b>
Annual Passes	\$ 11,850.00	\$ 29,825.00	\$ 43,749.50
<b>Total</b>	<b>\$ 472,090.68</b>	<b>\$ 516,009.87</b>	<b>\$ 520,981.88</b>

Like the full year comparison, a rainy fall where we lost some key holiday/weekend play certainly impacted our daily round fees. We are not sure what the affect of the discussion surrounding the Ledges had on play and don't feel there is anyway to calculate that.

Our expenses to this point of the fiscal year are down, especially with the two higher paid salaries that left last August. If you recall, we were looking for additional funds for staff at the winter town meeting

last year. This year, I believe we may have a turnback while working with a smaller beginning budget. Taking that fact into account and with where our revenues are for the first half of this fiscal year, I am confident we may be very close to breaking even for the season! Let's hope for an early start to the golf season!

### **Pro Shop Supplies:**

We will continue to staff the shop with the golf essentials; balls, gloves, tees and hats! Additionally, we will continue to stock some golf shirts; however, with the conversion to a management company in 2019, we will try our best to run our inventories out at the end of the season.

Our sales were extremely consistent from 2017 to 2018. We are sold out of bags and clubs at this point, and have four pairs of junior shoes remaining from what was left over from 2015.

<b>Item</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Golf Balls</b>	\$ 11,723.00	\$ 13,681.00	\$16,066.00
<b>Gloves</b>	\$ 5,538.00	\$ 5,567.00	\$5,495.00
<b>Accessories</b>	\$ 5,547.00	\$ 5,345.00	\$4,471.00
<b>Men's Apparel</b>	\$ 4,105.00	\$ 7,701.00	\$6,487.00
<b>Women's Apparel</b>	\$ 761.00	\$ 551.00	\$607.00
<b>Headwear</b>	\$ 4,212.00	\$ 3,775.00	\$5,084.00
<b>Shoes</b>	\$ 1,536.00	\$ 1,458.00	\$438.00
<b>Bags</b>	\$ 572.00	\$ 110.00	\$0
<b>Clubs</b>	\$ 661.00	\$ -	\$71.00
<b>Total:</b>	\$ 34,655.00	\$ 38,486.00	\$38,719.00

### **Annual Passes:**

Annual Pass information was sent to our previous passholders following your approval in early December and we will follow up with them in early March, once the golf season is around the corner. We only have five people registered for the 2018 season now; however, without offering an early pay incentive this fall, many have told us they are waiting to the spring to pay. We should know in early April where we stand for the 2018 season.

The information about Annual Passes has been posted on our website and through various email blasts, and we will also provide information to the league directors in an effort for them to encourage their league players to register.

### **Tournaments/Outings:**

The thing I was maybe the proudest of for the 2017 season, was the success of the 19 tournaments we had in August/September/October with our limited staff. The event organizers and players were thrilled with their events and the success they had, and the ones that are holding a 2018 event have all said they are looking to return (some tournaments are one-time events for a wedding or specific cause). The credit goes to our staff for stepping up to the plate!

I have reached out to anyone that held an event here last year with the information for 2018. We have confirmed with more than half of the events with a 2018 date and are working on getting agreements/deposits in place. As far as I know, we are not losing any of those events this season.

### **Leagues:**

We did a quick confirmation with the leagues directors back in November and all but one said they were returning for the 2018 season. I will be getting the information and agreements out to them for next season in the next few weeks and will be interested in how they will receive the \$2 increase in greens fees.

I know we lost one league on Thursday nights to another course as they wanted to guarantee their night with the uncertainty surrounding the Ledges. It looks like we might have picked up a "Love the Ledges" league on Monday nights run by Jay Nomakeo. We will continue to try to find any additional leagues that we can add as they are a great source of revenue.

### **Valley View:**

We had several of our staff members do a great job in the last few months of the season and we also had to get creative in scheduling. Of note, Drew Kortright did a great job coordinating the menu for our tournaments and as the season ended, adjusting the menu to fit the food inventory that we had. He also did a great job helping us close the kitchen down for the season, we should be ready to go immediately in 2018. I am confident we will be in good hands with Drew to start the season and to work with the events/leagues. We had a member of the golf staff move to the kitchen in the fall and he not only cooked, he also ran the bar concurrently on those slower weekdays. We will try to do more things like that in the 2017 season.

Looking at the 2018 season, we are looking to go with a simple menu with pub once again. We want to keep the menu streamlined for speed/quality in the kitchen and offer specials for our leagues at night. I know the Golf Commission is interested in having the staff work with the league directors to come up with food items/specials that will entice their members to stay after their rounds. With some interest from some of the 2017 staff, I feel we will be in good hands for the 2018 season and as we transition into the management firm for 2019.

### **Marketing:**

After two years of running the golf course, I have made a few decisions for the 2018 that I feel are best for the Ledges GC. There are so many options out there for marketing golf courses between POS systems, online offerings, golf discount tickets, traveling groups, radio/tv campaigns, etc... We are dropping a few programs that sell radio advertising without a direct revenue return (trading spots for golf) and are trying to raise the rates on some of the programs that are out there trying to entice people from a more regional level. We have also met with Jay Nomakeo from Western Mass Golf to utilize his email database for group emails about the Ledges, adding tournaments, etc... and will try to make a better effort to send emails out every couple of weeks.

I continue to do our best with the website and social media, keeping it up-to-date and putting out information that is informative and fun.

I have reached out to a few members of the PGA that attempt to assist golf courses in increasing revenue and will continue to seek the advice of people that can help.

We are also looking at adding some TV-15 spots with James giving some instruction later this spring.

<b>List of positions available for April 10, 2018 Election</b>
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MODERATOR - VOTE FOR ONE - THREE YEAR TERM
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SELECTBOARD - VOTE FOR TWO - THREE YEAR TERM
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SCHOOL COMMITTEE - VOTE FOR TWO - THREE YEAR TERM
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SCHOOL COMMITTEE - VOTE FOR ONE - TWO YEAR TERM
---

BOARD OF HEALTH - VOTE FOR ONE - THREE YEAR TERM
--

MUNICIPAL LIGHT BOARD - VOTE FOR TWO - THREE YEAR TERM
--

BOARD OF ASSESSORS - VOTE FOR ONE - THREE YEAR TERM
---

BOARD OF ASSESSORS - VOTE FOR ONE - ONE YEAR TERM
---

COUNCILOR - HAMPSHIRE COUNCIL OF GOVERNMENTS - VOTE FOR TWO - TWO YEAR TERM
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HOUSING AUTHORITY - VOTE FOR ONE - THREE YEAR TERM
--

HOUSING AUTHORITY - VOTE FOR ONE - TWO YEAR TERM
--

TRUSTEE FREE PUBLIC LIBRARY - VOTE FOR THREE - THREE YEAR TERM
--

PLANNING BOARD - VOTE FOR ONE - THREE YEAR TERM
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TOWN MEETING PRECINCT A - VOTE FOR EIGHT - THREE YEAR TERM
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TOWN MEETING PRECINCT B - VOTE FOR EIGHT - THREE YEAR TERM
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TOWN MEETING PRECINCT C - VOTE FOR EIGHT - THREE YEAR TERM
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TOWN MEETING PRECINCT D - VOTE FOR EIGHT - THREE YEAR TERM
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TOWN MEETING PRECINCT E - VOTE FOR EIGHT - THREE YEAR TERM
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## **BALLOT QUESTIONS**

### **Duly voted by the South Hadley Selectboard 12/19/17**

#### **Ballot Question #1**

This question is a non-binding question should Town Meeting authorize the Selectboard to seek legislative action in order to allow a change in the Town of South Hadley by-laws pertaining to Board of Health section 18-5 subsection (5) from “elected” to “appointed by the Selectboard”.

Summary; A “yes” vote would indicate you would favor having members of the Board of Health be appointed by the Selectboard. A “no” vote would indicate you would favor having the Board of Health remain as an elected board

#### **Ballot Question #2**

This question is a non-binding question should Town Meeting authorize the Selectboard to seek legislative action in order to allow a change the Town of South Hadley By-laws section 18-5 subsection (5) from “Three members of the Board of Health” to “four members with the Health Director serving as a fifth voting member of the Board of Health”.

Summary; A “yes” vote would indicate you would favor changing the current three member board to a four member board and have the incumbent Health Director act as a fifth member with full voting and participation rights. A “no” vote would indicate you favor having the Board of Health remain as a three member board.

#### **Ballot Question #3**

Shall the town vote to approve the action of the representative town meeting whereby it was voted to amend the South Hadley General By-laws consistent with MGL c. 94G, subsection 3(a)(2), banning all types of marijuana establishments as defined in MGL c. 94G subsection 1(j) including commercial cultivation, retail sales, testing, manufacturing, packaging, distribution or any other type of licensed cannabis/marijuana related businesses shall be prohibited in the Town of South Hadley.