The Meeting of the Board of Selectmen held on Tuesday, June 8, 2021 began at 6:00 p.m. Remote participation due to COVID-19.

Members Present: William Rosenblum, Chairman, Derek Debarge, James Gennette, and Antonio Goncalves.

Absent: Manuel Silva

First Order of Business: The Pledge of Allegiance

Visitations:

6:15 p.m. – Hearing for a Class II Motor Vehicle License for Autohaus of Ludlow, Inc.

Moved by Mr. Debarge, seconded by Mr. Goncalves to open the Public Hearing for a Class II Motor Vehicle License for Autohaus of Ludlow, Inc. at 6:15 p.m. Vote 4-0. All in favor.

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Mr. Rosenblum: Gentlemen come on up. Thank you for coming this evening. If I could have you two gentlemen introduce yourselves.

Attorney DaCruz: John DaCruz.

Mr. Rae: Dan Rae.

Attorney DaCruz: Mr. Chairman we filed a new application for a used motor vehicle license in Ludlow. We had the hearing with the Planning Board, it was approved. We have a letter from the Building Inspector... So, at this point...have the license approved. It is an industrial zone there and umm if you have any questions, I'd be happy to answer them at this point.

Mr. Rosenblum: Thank you.

Mr. Goncalves: Mr. Chairman I just, just for general knowledge are you going to be doing on lot mostly or is it going to be mostly wholesale?

Mr. Rae: No, on lot.

Mr. Goncalves: On lot, nice. Got a great place. I can just say that I've known Mr. Rae for a lot of years, they have a great operation, him and his family over there and umm I wish him a lot of luck. You know, it's great to see everybody here in town getting involved.

Mr. Debarge: I have no questions, I'm all for it.

Mr. Rosenblum: Do I have a motion?

Mr. Gennette: Mr. Chairman.

Mr. Goncalves: Mr. Chairman. Oh, go ahead James.

Mr. Gennette: You got it.

Mr. Goncalves: Yup, go ahead.

Moved by Mr. Gennette, seconded by Mr. Debarge to approve the Motor Vehicle License for Autohaus of Ludlow, Inc. Vote 4-0. All in favor.

Moved by Mr. Goncalves, seconded by Mr. Debarge to close the public hearing at 6:19 p.m. Vote 4-0. All in favor.

6:30 p.m. – Paul Chrzan – Interview for Westover Municipal Golf Commission

Mr. Rosenblum: Alright we have interviews this evening for Westover Municipal Golf Commission. Two interviews for one position. The 6:30 interview is with Paul Chrzan, did I say that correctly. Thank you. Gentlemen, come on up. Good evening.

Mr. Chrzan: Evening.

Mr. Rosenblum: How are you? If you'd like to introduce yourselves.

Mr. Chrzan: Paul Chrzan former Golf Commissioner.

Mr. McBride: Sean McBride Chairman of Westover Golf Commission.

Mr. Rosenblum: Umm, thank you for your interest. I had read that you had been the commissioner in the past. I will let you go ahead and kind of introduce yourself, go through your qualifications and then we will have questions from the Board.

Mr. Chrzan: My name is Paul Chrzan. I graduated from Ludlow High School. I've lived here all my life. I've been involved with the Town as an appointment official, an elected official. Serviced many different capacities on the Veteran's and fraternal organizations throughout the community. I did get on the Board of Golf Commissions some 8, 9, 10 years ago because of the concern I had with the condition of the golf course. It doesn't seem to be going well. I had concerns, so I heard things that couldn't be done. I said that seems to be impossible. I got on the Board and I believe with my fellow commissioners, with Sean and the working with the Pro I had the opportunity of hiring a very good superintendent who's done an outstanding job. We've worked well with the Golf Commissioners. We've gone through lengthy improvements on the golf course. Just recently, we just filled it with brand new carts which was long overdue and long needed and obviously I'm glad to hear finally the things...the security cameras are going to be installed at the golf course to protect the property and citizens. I think it's very important on that. We've always worked well, we've done very well, and I think, and I enjoy being out there, I play golf and I enjoyed being out there at the time. As I said Ryan Linton has come along and the golf course if you visit and saw it, it's in pretty good shape considering everything. Ryan has done an outstanding job and as anything, he'd like to do more. But, with the idea being is to do more things, you need the money to do improvements such as the bunkers, improvements for more esthetically for more presentable the course as you well know. One of the main reasons to do that you need, in New England you only have the opportunity of only a certain amount of months that you are able to have golf because of the weather. You need probably about $90,000 a month for 7 months to adequately cover a budget and that's somewhere around $3,000 a day and it takes some work. If you have rainouts, we just had a storm damage for 5 days and....somewhere in the vicinity of $20,000. That is unforeseen, it's something that you need to take into consideration with the weather that we have in this particular area. With the COVID, one thing that's been proven with the COVID is the necessity of golf courses. The people had to get out, they got out. The golf courses have done very, very well lately because there's no place else for people to go. That being said I know going forward what the requirements are. The Golf Commissioner had suspended all golf tournaments through and see what happens as we progress forward and I agree with that but I think going forward now we have a new fiscal year starting July 1st; I think the Board should revisit that question and probably open it up to some tournament and outings in the future to get it rolling again. I know that we can't get all of the tournaments back because they've booked other places for financial concerns and fundraising that they wish to do. It's, going forward I hope to see next year possibly, the juniors come back. To have the kids back in the junior program and make some other improvements and go...because as things open up as you well know people are going to start traveling, golf might start to take a drop in interest and we're hoping that we can work into it with Bill Kubinski, the Golf Commission and the world of the general public is to get these people to stay involved with the golf, to come back to us, to have the tournaments and work forward to that and I think we can progress forward for the next several years. What we want to do, is we want to have the younger people come in. We have to have to have them to take over for us older ones that are phasing out or passing away or whatever and to keep the future of Westover or Ludlow or any of the golf courses this is what we'd like to do. I enjoy being on the Golf Commission and I hope to do the best I possibly can if appointed.

Mr. Rosenblum: Thank you. Questions.

Mr. Gennette: So, as far as the suspended tournaments, is that gonna start back up, I mean,

Mr. Chrzan: Well, that's up to guy...hopefully I'm saying possibly after the fiscal year as things now seem to be getting into a more advanced time frame. Like I said there some, a lot of tournaments have gone away to others for this year but the possibility with all the...we made, we may be able to pick up a few and this is a guaranteed income for the course to come in.

Mr. Gennette: But are they trying to initiate that back again now.

Mr. Chrzan: That I'd have to have you go through the Golf Chairman on that particular one because I....but it's up to the Golf Commission to make that ruling as far as to revisit the question and I hope they do.

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Mr. Gennette: Okay, thank you.

Mr. Debarge: Okay, Mr. Chairman.

Mr. Rosenblum: Mr. Debarge.

Mr. Debarge: Umm, Mr. Chrzan I know you well and I you know, I've been going to that golf course all my life pretty much. I don't really have specific questions to ask but I do want to bring up something that anybody watching would be curious to hear your opinion about or statement about. Umm, when we had town meeting and the issue came up with the Town paying for monies that the course didn't have, there was some contentious discussion in that meeting. It's not our responsibility, which I disagree with of course. It is the Town's responsibility in some circumstances but there was some contentious discussion and then now talking about it with how COVID is gotten better and everyone is out there and courses are making a lot of money now. A question would very simple, once the, once we go back to dare I say status quo and the vibrant amount of people that have come out, have gone back down to normal let's say. What would you say would be the biggest need to attract the kind of business that we are getting now there and I agree with you about attracting youth so I will take that from you, so you can't say that but we're always concerned, the Board of Selectmen before me, with me and after me are going to say the same thing or ask the same thing with the interviews all the time. What do you see is best going forward to continue people on that course?

Mr. Chrzan: I think the biggest thing that you have there, which we always strive to is and that question was posed to me four or five years ago, is would you enhance a price increase and I said if you put out a good product, there's nothing wrong with a price increase. It enhances it, you pay, if you have a good product, you pay for the good product. I think the golfers assume that, everyone complains about pricing and whatever and that's never going to change but I think Ludlow is in a unique situation to have two golf courses, one public, on private in a community is a great thing. Westover has a great reputation from day one because of the air base. People ask for different golf courses, how do you get there. No one has asked how do you get to Westover even though it's not an easy place to get to but everybody knows it because they know the golf course by the base. It's been that way for fifty, sixty, seventy years. It's the idea that the people like the play....they like the availability. It's an easy course if you're walking to walk the course compared to a lot of other courses. It's enjoyable, you have a recreation area that people can walk, they can fish. That particular, it's, it's well contained. It's 166 acres of open land that is great use, that the military was gracious enough to give the town. That golf course, to maintain it and I think it's a natural resource for the Town of Ludlow. I hope that the golfers, whatever...tell their friends, to publicize it...for the course is to come down. It's an enhancement to the Town, it has always been an enhancement to the Town and I hope it goes for many, many years in the future.

Mr. Debarge: Thank you. That's all I have.

Mr. Goncalves: Mr. Chairman.

Mr. Rosenblum: Mr. Goncalves.

Mr. Goncalves: A lot of questions I had written down so I'm going to write smaller next time, so you can see. But, Derek asked what you will do once COVID subsides let's say the excitement of getting out. What does the course need to do to maintain this level of play?

Mr. Chrzan: I think that as I say the condition of the course, a promotion that maybe some specials that come going down the road, not right now but going down the road to enhance the tournaments to come back to some of these financial groups as more and more businesses start to get back on their feet. We depend on other businesses for sponsors to come down and have these fundraisers that we need. It's going to be a slow process getting them back, the businesses back and before they start donating. It's going to be a work in progress. I hope we can do this, same as any church picnic or Festa or anything else, you've got to work into the general public to get back into the...of supporting it and I think they will. The Town of Ludlow has been an outstanding town as sponsoring everything. Not only for the veterans, for the children, for any of them, they are a great community and I hope that holds true for many more years to come because I'm very proud of how this community responded to whatever the challenge has been.

Mr. Goncalves: The course is fantastic, it always has been. I learned if you want to call it to play golf there myself. You know that a lot of courses in the area have gone to a management company to take care of their businesses and what would be the breaking point be for you to say enough is enough we need to get this into a management companies hands? Three years, four years of losing...

Mr. Chrzan: I don't, if you have a good working relationship with the Superintendent, your professional staff, you have a good working relationship, there are going to be problems you'll come across, but I think working together you can work these problems out and continue on. I, right now I don't see the Management as the way to go. There's problems, there's pros and cons on both sides. I think Westover is better off handling the way the situation is going right now with what they have in place.

Mr. Goncalves: And, were this is for you too Mr. McBride, so when the tournaments schedule was taken away, was this because of the COVID or because you didn't think you needed to tournaments to survive and you could make more money not having tournaments.

Mr. McBride: It was a combination of both to be quite honest Mr. Goncalves. So, obviously the uncertainty and you know most of these tournaments, as you all know, they're organizing January, February, March because that's what they need to do to sell their tournament. There was a lot of uncertainty with the direction that COVID regulations were going to go in those areas and we had to take into consideration the fact that you know there may be limits of capacity on the clubhouse, there may be serving regulations as far as what our concessioner could and could not to do and you know there just was a lot of uncertainty and we felt that it was a little kind of disingenuous to be taking applications for tournaments that we would then have to at some point cancel. On the other hand, you know our business is up 65% over what it was last year which was a good year. So, quite frankly, every single day the weather permits us to be open, we have sold out. There's really not much of a need for us to sell a tournament. If we sell a tournament on a weekend for instance and I'm an organization that comes in and asks for an afternoon shotgun, we've essentially closed our golf course down for the entire day to sell 144 golfers. If we'd stayed open selling general business, with the trend the way it is, we are almost guaranteed to, because we are selling out seven days in advance, we are guaranteeing revenue of 250-260 golfers... so, some of it is just a business plan on our part. The other thing I think we need to look at from a golf course perspective is we need to, we need to take a step back and re-envision what golf tournaments are going to look like at Westover. Are we going to restrict them to Monday's, Tuesday's, Wednesday's, generally lighter days as far as golf business goes? Are we going to stay away from Friday's, Saturday's, and Sunday's, holiday's? Are we going to stay away from that? What price point are we going to put on it? Are we going to require t-times or are we going to require if you are going to have a shotgun that it has to be morning only? So, there's a lot of things that we have to look at, that we can't just knee jerk say we have to get tournaments back because the CDC and the Governor say that we can open everything up. We have to look at this, we're a business, right we are not a not-for-profit, we're not a charity, we're a business. We need to operate as a business. We are very fortunate, I think to have you know some local leaders in the business community on our Board that are looking at our business model and I think we need to take our time. While we are selling the place out, we need to take our time and come up with a tournament plan that is realistic, a tournament plan that is going to work for us and a tournament plan that's going to continue to benefit our regular players and maybe find a spot for our tournaments, right. So, those are the things that we have to balance, and I

don't think that we can just do it, you know as a quick decision on a Tuesday night. I've tasked our Board with you know coming up with what they feel is in their opinion, an appropriate business model and we'll discuss it and we'll make ultimately a decision as we go into, you know not midway through a season but as we get into the late fall and early winter. So, that we can have a tournament plan that works for next year and I think that, in my opinion, the prudent thing to do.

Mr. Goncalves: And Mr. Chrzan that's what your,

Mr. Chrzan: He is correct, the business thing is to look at what is best, what to charge and whatever. I was just using the new fiscal year as maybe a starting point to look at it again and see about having tournaments and outings as a possibility going forward. But, he's right you have to go...of what you are going to charge the tournaments, what particular days if it is a week day or weekend because right now the golf course, he's right, the golf course is pretty full if we have a good day, a weather day and that's what you want going forward because....the golfers come to you if you're on the Golf Commission and ask you what are you doing, when are you going to get this and they're hitting you with all of these particular questions and you have to bring them back to the Board with you. He's right, same thing when we made the decision...we hire with our staff, with our golf carts and whatever we do on the course to make some changes. It takes time. We want to make sure that we do the right decisions for the Town and you know financially and, but we also want to be competitive and get the golfers to stay at Westover because I think it's a great course. I'd like to see it survive and continue and flourish.

Mr. Goncalves: I'm good, Mr. Chairman. Thank you.

Mr. Rosenblum: Okay.

Mr. Gennette: Mr. Chairman.

Mr. Rosenblum: Mr. Gennette.

Mr. Gennette: Umm, Mr. McBride do you think the prices for the golf course right now are pretty competitive? Do you think there should be some adjustments made, maybe we can go up a little bit or do you think,

Mr. McBride: Yes, so we just did a price analysis with some of our competitors. We were on the lower end I think. We've, this year so at the beginning of this season we increased our rates where we are pretty competitive. I think there's still a little bit of room for movement. Like I said, one of our members has done a business analysis and I think we're priced kind of where we need to be for this year. We continue to monitor that every year. We are looking at trends, but I think we are priced pretty appropriately as far as our competitors go and where we should be.

Mr. Gennette: Yeah. You know the Chairman actually had given Mr. Chrzan a chance to talk originally before we started asking questions and stuff, but I don't even know how long you've been part of the Westover Golf Commission. If you wouldn't mind giving a little background I'd appreciate it.

Mr. McBride: I'm going to be revealing some things here, but I've been on the Board for 22 years either as an appointed official or an elected official and I can tell you I don't do it for the stipend.

Mr. Rosenblum: I don't think any of us do.

Mr. McBride: It would probably works out, it would work out to even a year stipend it work out to about 3/10 of a cent an hour.

Mr. Goncalves: I'm sure after travel it would be a negative.

Mr. McBride: Yeah.

Mr. Rosenblum: Right. Okay so obviously a lot of my questions are similar, and I can obviously go on as to my question was I wanted to sit with Billy and see his comparison versus greens fees versus outings because golfs in an enviable position to where we can not price ourselves like lumber but also sometimes your rack rate is better than what your outing rate anyways. So, when you are usually

discounting outings, your rack rate of about 43 I believe peak time. But also, you did go up a dollar on carts, I think it was this year you went up because of the,

Mr. McBride: Because of the...yep.

Mr. Rosenblum: So, I'm not going to get into any of that because we are here for the interview. So, umm again the biggest question I had was the retention of customers after the pandemic because right now we have seen 1996 through Tiger Woods phenomenon with the increase in golf and obviously the biggest thing is how are we going to retain that because again we are at a position where the, we've take, golf in, it's loaded up on us, now how do we hold it? So, but besides that what in your opinion is the greatest need or improvement that the course needs or just Westover in general, the facility.

Mr. Chrzan: I think they always needs improvement to the clubhouse...basically those bunkers need to be worked on, but it takes money to do that. There's esthetics that I know Ryan has a whole list he would like to do as I said it takes money and revenue to make these things work and you plan to start it and then if something you know like the microburst or you have a couple of other things well that throws that out into, plans out into another day and another time. I just...the golfers had mentioned over there they'd like to see this like some other courses have but you have to implement what you can do with the course and Ryan's done an outstanding job doing it and trying to make it work with the staff. You have enough staff to do the maintenance, to do all the improvements, umm it's taken quite a bit. Especially with all the damage with the trees and all. That's taken away a lot of resources and a lot of time away and I'm hoping that we can have better weather. You know the....with some of those storms and you know but the big thing is to promote the golf course, it's a pleasurable place to play. I think if we can enhance and get the people to continue to keep the prices competitive, I think the golfers will stay there and hopefully they'll get their sons and grandchildren involved into the sport and you can bring them out and they'll pick it up, not only through the high schools but the colleges. You always have the high school kids and the college kids to play the course and I think that's where you are going to enhance the course. But if the course is in good shape, if it maintains I think the golfers will...they'll come.

Mr. Rosenblum: Great. If you had, there is always short term and long term, what would see as a five to ten-year plan?

Mr. Chrzan: I guess the big thing is what you have over there is if you can structurally, the pricing to make it go increase where you have to increase to keep it competitive, continue the condition of the course and as I said to put into or to do something publicity wise to promote specials or something to that affect that would enhance golfers to come in and then maybe they'll come in, they'll stay, they'll book a tournament in the future whatever the price that's set and they'll come and play. That's all I hope, I hope to be playing the golf course myself for many more years to come I hope and enjoy myself. That's one of the big things, we want people to come in, I think when people come to Westover they enjoy it and that's what I want to see happen to go for the next several years. They come in and say, I enjoyed playing, I want to come back.

Mr. Goncalves: I'm dying to get out there myself. Usually it's a tournament or two that I get out there.

Mr. Rosenblum: I've been playing. No, I'm good.

Mr. Gennette: Can we ask the same question of Mr. McBride?

Talking over each other.

Mr. McBride: Sure. So, I think you know when we are looking five years or ten years down the road our next big expenditure is going to be a pump house. Our pumps are about twenty years old. They are at the tail end of their life expectancy. That's a project that can be anywhere from $400,000 to $1.5 million depending on how much piping and infrastructure we have to put underneath into the property. So, that' s going to be a huge expenditure. It's something that in our business obviously is required. You know we have a pump house and if you drove by you'd say whoa that looks like it's in great shape. The structure itself is only really worth what the bricks and mortar really built it is. What is worth everything is what's inside of it and the pumps are hugely expensive. We are very fortunate at Westover that we have a massive water withdrawal permit that affords us the opportunity to not be shy about how much

water we put onto the golf course. We pump it right out of...lake. So, we are very fortunate to have a huge water withdrawal permit, but you can have the biggest water withdrawal permit in the world, if you have unreliable pumps, you're going to have some problems. That's our number one priority and probably our biggest expense moving forward in the next few years. In addition to that we have a lot of equipment, maintenance equipment that is just getting a little long in the tooth. We are very fortunate to have hired a, what I feel is one of the best mechanics in Western Mass, last year who has gone over and over every piece of equipment that we've had. So, but I think again those things, those pieces of equipment are constantly running, they have high hours on them and we are going to get to the point where we are going to have to start looking at investing some of that maintenance. It doesn't come cheap you know, we just we are fortunate enough that Capital Improvements authorized us to purchase a spray rig to spray fertilizer and pesticides. That was an $80,000 item. So, that's one piece of equipment that serves really one function. When you look at other pieces of equipment, rough mowers, fairway mowers,...mowers the price of those adds up pretty quickly. So, those are kind of the two big things over the next few years, in a perfect world, you know you'd love to have a new clubhouse, in a reality that were just not in the market for that you know. Small projects like you know redoing bunkers you could figure a way to do that within your operating budget but if we are looking at real long-term planning those are two areas that we have to look at.

Mr. Rosenblum: Thank you. Where I was going is do you have any words of wisdom that you'd like to say about Mr. Chrzan.

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Mr. McBride: Oh, I certainly, Mr. Chrzan has had a tremendous amount of public service to the town and I umm commend him for that and I think that he served on the Golf Commission previously and was a valued member of the Golf Commission.

Mr. Rosenblum: Closing comments for yourself at all?

Mr. Chrzan: No, I just hope it can continue on. I thank the Board for opportunity to be interviewed before them and the opportunity...as I hope my fellow citizens would be take the golfers to go out there and play, to continue to play and they themselves to promote the golf course so that we can get more people in to play the course and have a bright future for the course and the rest of things we will have to work with pricing, the equipment and whatever comes up. What happens it happens, but Westover is an asset, I feel to the Town of Ludlow and I think it's something that should be well publicized and well enhanced...enhance these people to the game of golf.

Mr. Rosenblum: Alright.

Mr. Goncalves: Thank you Mr. Chrzan.

Mr. Rosenblum: Thank you very much.

Mr. Chrzan: Thank you.

Mr. Gennette: Start planning for that pump house now.

Mr. McBride: That's for sure.

6:45 p.m. – Kire Trajkovski – Interview for Westover Municipal Golf Commission

Mr. Rosenblum: We now have our 6:45 interview which is starting about 15 minutes late, which is about on par for anything we do when it comes to interviews so. It's 7:00. I know your name, so I don't think I can mess this one up, is Kire Trajkovski he's interviewing also for the open Westover Municipal Golf Commission position. Thank you for coming in this evening.

Mr. Trajkovski: Thank you for having me. Appreciate it.

Mr. Rosenblum: Will go ahead let you make some opening comments and then the Board will ask you some questions. We will hear from Mr. McBride to see what umm any wisdom that he has and then will let you have some closing comments. So, if you want to go ahead and sell yourself to the Board, go right ahead.

Mr. Trajkovski: Sell myself huh. Yeah, so, I think you guys all have my letter that I submitted. I've been a Ludlow resident for 26 years now, probably been playing Westover for close to 20 of those years. Umm, I consider Westover my home course, you know if it was a private course that would be my home course. I think you know I've been on committees I'm on the LYSA Board, I've been on the LYSA Board for about 18 years now. I've been coaching soccer for most of those years, for 18 plus years. So, you know I well can work with the team, with the committee to build I think, I shouldn't say to build, I think we're there whether it's because of the pandemic or whether it's because of you know just people just love golf all of a sudden. But I think we're very high right now as far as play, but I think we have to get to a point where if that drops off, how much do we let it to drop off without affecting Westover. I think that we need to you know make Westover a self-sustainable product so that the Town doesn't have to provide funds if you know if Westover doesn't do well. So, if things are going great, then that's great. If they keep staying at this pace, again not sure if that's going to be sustainable but if we can keep it at half of this pace, I think that it will be very sustainable for Westover and for the Town of Ludlow.

Mr. Rosenblum: Alright. Thank you. Who would like to start.

Mr. Gennette: You want me to start?

Mr. Rosenblum: Sure. You can go ahead and start.

Mr. Gennette: So, I don't play golf. So, I'm going to ask you...

Mr. Rosenblum: Okay, moving along.

Talking over each other.

Mr. Gennette: So, where do you see that you could possibly improve on revenue going forward. I don't know if you have regular memberships, I'm assuming you do. I know you do...and stuff like that. But where do you see an improvement fund, the revenue?

Mr. Trajkovski: So, I don't like I said, I don't know if we can improve on the last year, pandemic into now. I mean I'm up there every weekend, I see the course, it's every 10-15 minutes someone is going out, someone is going until about 3-4 o'clock. I think during the week it's probably close to the same right now. So, right now, again I don't think we can improve on it, I think the goal would be to not let die down right and once it does, how do you bring it back. Maybe it's additional memberships. You know right now there's the full-time memberships, there's the weekend memberships, you know I've talked to a couple of guys, a few guys have asked you know well if he had a two day a week and a weekend type of membership? You know, maybe it's looking at things like that to bring in other clients, other you know, other players that maybe just come once a week because they just can't get out or whatever. So, it's maybe you know it's looking at those different types of memberships. Maybe, I don't know if we can have additional leagues. I think right now we are pretty booked up on leagues. I think every weekday there's a league, but you know see if there's groups that want to get out at 1 O'clock for a league you know things like that. So, things that I don't know not being on the committee I don't know if things have been looked at. So, I can't say something would work great if it doesn't some of, those are just some of the things that I've seen and heard that maybe some you know some players would come out more if we had stuff like that.

Mr. Debarge: Mr. Chairman.

Mr. Rosenblum: Mr. Debarge.

Mr. Debarge: Since Mr. Gennette took my question Mr. Trajkovski, I'm going to go in a different direction. I know you as well, your reputation in soccer and in Ludlow is stellar. I appreciate your interest in this. Let's take the love for golf that's exploded over this, let's say it continues and umm the coffers in the accounts for the golf course become full and overflowing.

Mr. McBride: They're never full Mr. Debarge.

Mr. Debarge: And overflowing.

Talking over each other.

Mr. Debarge: And being and I appreciate the diversity of commissions on the Board too. As your resume with Mass Mutual and all that. What do you think, if the Board had a sum of money, where do you think the first place it should go? For infrastructure let's say what's the word I'm looking for, building up the infrastructure, software umm course adjustments whatever. Where do you see the best monetary improvement being for the course?

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Mr. Trajkovski: Again, not knowing what's been discussed and,

Mr. Debarge: Sure, yeah. I don't know either.

Mr. Trajkovski: you know the first thing that I would say and only because just recently I think there was a change in the greens, that there was a discussion with Ryan and the greens are you know getting a little faster, which I think that was the first thing that everybody kind of oh I wish the greens were faster, I wish the greens were faster. Now there a little bit faster. Umm, in my mind I would like them a little bit faster but that's you know that's me. I'm not sure that takes a ton of money. Now I think that takes a lot of work because you could burn them out and now you know, you not only don't have fast greens, you got brown greens. This first thing I would probably put money into is the bunkers, the sand and again not know if we are in this world of we have the money, I think the bunkers would be the first I would do. You know you have, I don't know how many bunkers on the course and you know they're different, most of them are different, there's some that are very soft, which is great and there's some that have rocks in them and pebbles. There's some that have grass growing out of them. You know what I'm saying; so, to me if I was you know if I was to put money that would be my first expenditure.

Mr. Debarge: Ok. That's all I have.

Mr. Goncalves: Thank you for your interest Kire and again thanks I know with the soccer especially you've put in endless amount of hours. Regarding how many bunkers, if I've spent ten minutes I'm sure I've been in everyone. My God.

Mr. Trajkovski: Saturday I was from I went one to the other.

Mr. Goncalves: You got to see the whole thing.

Mr. Trajkovski: Yeah, I got to use...

Mr. Goncalves: How do you feel; how do you feel about the tournament scheduling having kind of been put on the back burner? With course doing really well, what's your,

Mr. Trajkovski: How do I feel personally, umm fine, great because it doesn't impact me.

Mr. Goncalves: Okay, take yourself out of this.

Mr. Trajkovski: Umm, you know I think that, my prospective on tournaments, if you're going to have a tournament and you're going to close you know shut down let's say from 12:00 to you know on, 12:00 to 5:00 or whatever; I think that in order to do that I think that you, we need to sell out the tournament and not a foursome on each hole. I mean two foursomes on each hole, that type, that type of sellout I think would pay for itself. If you don't sell out a tournament then I don't know if it's worth shutting down, you know shutting down the course for it. You know, I don't know, I haven't calculated the amount of t-times you can get between 12:00 and 4:00 or you know let's say 12:00 and 5:00 umm, compared to if you were to have you know a foursome on every hole or two foursomes on every hole. Umm, you know I think that if you can get the you know there's got to be a cutoff number where it either equals out or the tournament benefit, you know we benefit out of the tournament. Umm, then I think that's what we need to look at versus you know if you have a tournament for ten groups or fifteen groups and shut down for you know for how many hours then that's probably not, that's not going to help.

Mr. Goncalves: The problem is going to be to put groups out at 12:00 you have to shut down in the morning or do a shotgun in the morning when you have regular golfers; otherwise you can't have them on the course if the tournament goes off at lunch.

Mr. Trajkovski: Which is why people don't like the shotgun, the early shotgun because a lot of guys or ladies don't like the early. There's some of us that are crazy that like the early, early times.

Mr. Goncalves: Start at 6:30, I believe.

Mr. Rosenblum: You're the second tee-time though, you're not the first.

Mr. Trajkovski: I'm not, I know.

Mr. Goncalves: We're the first three.

Mr. Rosenblum: You know because there's a group that's always out there.

Mr. Trajkovski: Yeah. Your right so what do you do, do you have a shotgun at 7:30, which you're probably going to lose groups that would rather play at 9, 10 or 11. So, now you know your losing that piece plus you know how much are you gaining on the back end with the tournament?

Mr. Goncalves: What do you think it would take in your mind of not breaking even or not making money. What would drive you to say maybe it's time to go to a Management company?

Mr. Trajkovski: It's hard for me to say only because I don't, I haven't seen you know for the background or you know the workings in the background to know what's being done, what's not being done. As far as you know our committee, our rec department versus a management company. So, it's hard for me to...

Mr. Goncalves: Did we cover everything? So, didn't someone ask before what's the plan five, ten years what do you,

Mr. Rosenblum: That was me.

Mr. Goncalves: Okay then Bill will ask you a question now. Thank you.

Mr. Rosenblum: Thanks. Now all my questions have been asked. Again, thank you, thank you for showing interest in the position. Umm, yeah, I think we've, we've all kind of touched on you know where we are with golf in general, that the boom is back and how do we retain customers now. It's not about getting them now, it's about keeping them. Umm, just one general statement because I think that a lot of people lose, lose sight of this sometimes though our town meeting has not lost sight of it on many occasions, but golf is a business. It's a business now. I mean back in the 80's and 90's when it was you could through money at it and it will grow but umm it is definitely a business. One thing I did want to say though is green is not always good. Right. You like to get a little brown because you want to stress the grass out and pull the...system down but umm no I mean we really...

Talking over each other.

Mr. Rosenblum: I think you kind of touched on it but what in your opinion do you see as the greatest need or improvement for the club besides bunkers if there's something else because you already said that. So, I got to make you go a different way.

Mr. Trajkovski: Umm, I and it doesn't, and I guess I will preference it by saying it doesn't affect me that much only because I play early mornings or whatever, but I think speed of play would be and I don't know if I have the answer to that. You know, I shouldn't say that I think I have the answer I just don't know if we could do it right. It's having Rangers out on the course, one or two Rangers front and back. Umm, you know just having people keep up with the pace. You know, too many times I've been out there there's been two holes in between two different groups. You know, four groups waiting on eight and nobody's on nine you know. So, I think pace of play and again I don't think you necessarily have to throw money at that umm, but how do we do that. You know, again, can we get a couple of Rangers

out there that are willing to drive around and tell guys to pick up and you know pick up and move on right.

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Mr. Goncalves: Is there mandatory carts on the weekends?

Mr. Trajkovski: No.

Mr. McBride: No.

Mr. Goncalves: Because that can be an easy fix. A lot of courses require that.

Mr. Trajkovski: But, it's not even, it's not even that Tony. It's guys in carts that are, that are slow, so it's not,

Mr. Goncalves: I believe in Ludlow on the weekends you need to rent a cart now.

Mr. McBride: So, I think a lot of it is too you know you start to see things slow down. You know if you're the first six or seven groups out there in the morning, they're going to buzz around there in three and a half hours and your going to move on,

Mr. Trajkovski: Until about 8 o'clock,

Mr. McBride: It's just, you now as you start to get more of the casual golfer things tend to kind of slow down a little bit. You know what I mean the pace of play tends to slow down a little bit.

Mr. Goncalves: Are you saying after the seventh group, they're all hackers or,

Mr. McBride: I'm not necessarily saying that because a lot of times I included myself in that so, so I just think, I just think as the golf course gets busier play just happens to bog down. You know when you look at that first set of groups it's the same guys every single day that play every single day that could tell you where every blade of grass is, so they know. You know we've been fortunate enough when we see a 63% in our business, we are seeing a lot of folks that are unfamiliar with the golf course, you know that maybe don't know best ball placement on the seventh hole right. So, it takes a little bit more time you know and that comes with educating the golfers out there as far as if there's any restrictions or if there is anything that they need to be aware of when they are first teeing off. So, that they can at least mentally prepare for that. I think that just it just slows things down a little. You get folks that are maybe just unfamiliar with the area among other things.

Mr. Rosenblum: Okay. What do you see as a five-year plan?

Mr. Goncalves: Good question.

Mr. Rosenblum: Thank you. You know, down the road five to ten years where do you see the golf course?

Mr. Trajkovski: I think that you know the fairways if they you know so I will talk about infrastructure right. Umm, the fairways I'd love, I'd like to see the fairways have a first and second cup, whether that's five years, three years whatever, that's my you know. Again, these are my wishes, umm bunkers, greens again, a little bit faster. Umm, I know we just leased a whole new umm set of carts, you know I don't know when the lease is up in three years, I don't know is that three years, five years, I don't know but get maybe get the higher technology carts you know with the GPS in them and things like that. You know, things like that I think once if you start you know bringing, getting the numbers down because COVID is gone or whatever the reason was. Once you start bringing that kind of stuff back in I think people will start coming out you know. Umm, you know you have courses like Ledges that you know if it's $15 more than Westover for no reason at all, to walk. You know, and they have those carts, right, they have those GPS carts and stuff like that. Umm, you know I think a lot of people would rather play Westover. So, I don't, so I think kind of gradually increasing the visibility, you know the fairways again, the bunkers, the greens, getting new carts if that's even feasible again if that's within budget, within scope, things like that I think. I think that will keep people coming back.

Mr. Goncalves: Yeah, that makes sense because if you play a lot of golf, I would never get tired of playing golf, it never gets monotonous but it's kind of neat if you can bring some new elements to the same course, the same game, the same place you've been going. You have different cuts and you know you have the technology and maybe something as simple as hitting that button and having that hot dog and hamburg waiting at the half. I've seen that on carts before where you can go ahead and order ahead and you don't have to tie up the tenth hole by running in and out.

Mr. Trajkovski: Yeah and I think the different cuts too, you know... you've playing there right now, you know if you can do like a two cut I think it will speed it up a little bit. I think what happens too, you get into that second, into that rut and guys just can't get out you know, especially if it's a little wet, if it's thicker you know now you're talking guys that are not used to playing, aren't used to playing in those conditions and they just can't get out of the rut. So, you can do fairway, first cut, second cut. Maybe it stays in the first cut and it's you know it's a little bit easier for guys to play out of.

Mr. Rosenblum: Technology is definitely a big one now a-days. Those modules are $1800 per module.

Mr. Goncalves: Does that include the cart?

Mr. Rosenblum: Two, two modules plus one is $3600 a month. They are nice though, you can do that you can order in the food and all of that. Now, that's, that's all I had. Umm, Mr. McBride anything you'd like to comment on?

Mr. McBride: No, I'd just obviously I.... have two good candidates in here I don't envy the position you guys are in. But I think that you know as we you as we tend to transition, and we have to be realistic right. We are not going to maintain 63% or 65% increase in our business in a post COVID world right. It's just not going to happen right. In a perfect world you'd like to see that somewhere around 35, maybe 40%, you'd be thrilled with, right. So, I think it's important to have somebody on the Board that can provide a fresh perspective, just a fresh set of eyes coming in to look at our current business practices. Somebody that has a background in business that is able to look at where we need to be moving forward and I truly think that Kire fits that mold and again it's not, it's nothing umm negative about Mr. Chrzan. I just think it's important enough to be able to figure out how to move this business forward in a post-COVID world and I think Kire brings that skill set to the table.

Mr. Rosenblum: Any closing comments or remarks?

Mr. Gennette: Mr. Chairman can I interrupt you for a second? I didn't mean to jump in, I know you asked for comments. So, you have a business background?

Mr. Trajkovski: I've worked for Mass Mutual for 24 years.

Mr. Gennette: What do you do there, if you don't mind me asking?

Mr. Trajkovski: Project Manager.

Mr. Gennette: Project Manager, thank you.

Mr. Rosenblum: Any closing comments?

Mr. Trajkovski: Just thank you, appreciate the time that you guys took to interview me and hope it works out.

Mr. Rosenblum: Thank you for coming in sir.

Mr. Trajkovski: Thank you.

Mr. McBride: Thank you gentlemen, appreciate it.

Mr. Trajkovski: Nice meeting you.

Mr. Goncalves: Take care.

Mr. Rosenblum: Do we want to discuss?

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Mr. Debarge: Sure.

Mr. Goncalves: Mr. Chairman.

Mr. Rosenblum: Mr. Goncalves.

Mr. Goncalves: Alright. I think we're fortunate, the Town's fortunate we had two, two people umm apply for this position that would have as much to offer as these two gentlemen. I agree with Mr. McBride, I think the future and the long range planning that needs to go into this course to make sure that it stays on top umm that we are prepared if play falls off, the innovation of getting, getting the people to come back or stay there and not lose as many as we possibly could is super important. Umm, I think, umm, Mr. Trajkovski would probably have the edge on Mr. Chrzan as far as what we need in that aspect of looking down the road. I think I would go in that direction personally.

Mr. Gennette: Mr. Chairman.

Mr. Rosenblum: Mr. Gennette.

Mr. Gennette: Umm, I would actually lean toward Mr. Chrzan. Umm, I think he's got some experience with the Golf Commission previously. He talked more about the future and talked more about it from a Board, a Board environment. Where I thought Mr. Tajkovski spoke more of a personal aspect. He talked about more greens maintenance more instead of long terms prospects and I think, I don't think he really talked about finance all that much. Umm, he couldn't speculate about what he thought should be improved on a few topics. He just said he didn't know. He wasn't part of it or privy to information but didn't offer what his best opinion would have been. Where I think at least Mr. Crzan offered up an opinion. Just my personal perspective.

Mr. Rosenblum: Thank you.

Mr. Gennette: You're welcome.

Mr. Debarge: Mr. Chairman.

Mr. Rosenblum: Mr. Debarge.

Mr. Debarge: It's an understatement for what Mr. McBride said about difficulty and you know now being in the position that we are in of I think candidates are both phenomenal people and I think they both umm add what is in my opinion a good Golf Commission. Add to it. Umm, but in the end, there can be only one. One of my favorite sayings.

Mr. Goncalves: Very philosophical Derek.

Mr. Debarge: So, anyway, I umm you know I, I think right now for this where I would sway is towards one that is on the course constantly, new ideas, umm, and both great ideas, yes. Umm, but I'm always impressed or I'm always of the mind set that one that has on before and a new one that is interested, I'd like to see where the new eyes go on this and listen the golf course, I already said this at the town meeting, the golf course issue has been contentious for the past few years with our residents and umm and I think a fresh set of eyes would be you know a prudent thing and that's you know that's it.

Mr. Rosenblum: Mr. Goncalves?

Mr. Goncalves: Mr. Chairman.

Moved by Mr. Goncalves, seconded by Mr. Debarge to appoint Mr. Trajkovski to the Golf Commission vacancy. Vote 3-1.

CORRESPONDENCE

111. Board Reorganization – Finance Committee

Moved by Mr. Goncalves, seconded by Mr. Debarge to file. Vote 4-0. All in favor.

112. Patrick McGowan, Hubbard Memorial Library – requesting approval to use the adjacent Town property around the current Town parking lot near the library for the Annual Car Show to take place on Saturday, September 18, 2021 from 9:00 a.m. to 2:00 p.m.

Moved by Mr. Gennette, seconded by Mr. Goncalves to approve Patrick McGowan's request to use the adjacent Town property around the current Town parking lot near the library for the Annual Car Show to take place on Saturday, September 18, 2021 from 9:00 a.m. to 2:00 p.m. Vote 4-0. All in favor.

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113. John R. Maher, Director of Government Affairs, Charter Communications – informing the Board of upcoming channel line-up changes.

Moved by Mr. Goncalves, seconded by Mr. Debarge to file. Vote 4-0. All in favor.

114. Sean McBride, Chairman of Westover Municipal Golf Course – requesting an update regarding the installation of security cameras for Westover Golf Course.

Moved by Mr. Debarge, seconded by Mr. Goncalves to file as updated per Mr. Rosenblum. Vote 4-0. All in favor.

115. Michael Pl. Clancy, International Brotherhood of Police Officers – requesting the Board to consider compensating police officers and staff with American Rescue Plan Act of 2021 Coronavirus State and Local Fiscal Recovery Funds for performing essential work during the pandemic.

Moved by Mr. Debarge, seconded by Mr. Gennette to table until more information becomes available. Vote 4-0. All in favor.

116. Brian Shameklis, Committee Chairman – recommending a "blind driveway" sign be installed on Miller Street east bound in the vicinity of house #377 to address the short line of sight coming out of Maria's Way onto Miller Street.

Moved by Mr. Debarge, seconded by Mr. Goncalves to approve the recommendation from the Safety Committee to install a "blind driveway" sign on Miller Street east bound in the vicinity of house #377 to address the short line of sight coming out of Maria's Way onto Miller Street. Vote 4-0. All in favor.

117. Brian Quinn, Director, Engineering and Generation Assets, Massachusetts Municipal Wholesale Electric Company (MMWEC) – advising the Board of important information about living and working safely near a natural gas pipeline.

Moved by Mr. Gennette, seconded by Mr. Goncalves to file. Vote 4-0. All in favor.

118. Nancy R. Pauze – letter of resignation for her annual appointment to the Ludlow Council on Aging for 2021-2022.

Moved by Mr. Debarge, seconded by Mr. Goncalves to accept the letter of resignation from Nancy R. Pauze for her annual appointment to the Ludlow Council on Aging for 2021-2022 and send a thank you letter for her service. Vote 4-0. All in favor.

119. Our Lady of Fatima Parish – applications for Beer & Wine One Day permits for September 2, 3, 4, 5, and 6th and a Sunday Music and Dance for the Annual Festa. Board to waive the fee if approved.

Moved by Mr. Goncalves, seconded by Mr. Debarge to approve the Beer & Wine One Day permits for Our Lady of Fatima Parish for September 2, 3, 4, 5, and 6th and the Sunday Music & Dance for the Annual Festa and the fees to be waived with the understanding that the hours are acceptable to the Police. Vote 4-0. All in favor.

120. Heath Fahle, A & F FFO – advising the Board of the Deadline Extension for the Coronavirus Relief Fund – Municipal Program.

Moved by Mr. Goncalves, seconded by Mr. Debarge to file. Vote 4-0. All in favor.

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121. Heath Fahle, A & F FFO – advising the Board on Applying for Coronavirus Local Fiscal Recovery Fund (CLFRF) Funding.

Moved by Mr. Goncalves, seconded by Mr. Debarge to file. Vote 4-0. All in favor.

122. Daniel J. Valadas, Chief of Police – request for approval of a Civil Service lateral transfer.

Moved by Mr. Debarge, seconded by Mr. Goncalves to set up an interview for Officer Santana from Holyoke PD for a lateral transfer. Vote 4-0. All in favor.

UNFINISHED BUSINESS

Moved by Mr. Debarge, seconded by Mr. Goncalves to sign (5) One Day Beer and Wine Permits for September 2, 3, 4, 5 and 6th and the Sunday, September 5th Entertainment License for Our Lady of Fatima Parish Annual Festa. Vote 4-0. All in favor.

Moved by Mr. Debarge, seconded by Mr. Goncalves to approve and sign the Agreement for Payment in Lieu of Taxes between Huxley Solar, LLC and the Town of Ludlow. Vote 4-0. All in favor.

Board to discuss the Civil War Monument.

Mr. Debarge updated the Board that he met with Eric Segundo, Veterans Service Director, Ellie Villano, Town Administrator and Kenny Batista, Operations Manager for the DPW to discuss steps needed to be taken for the Civil War Monument repairs. Each monument piece has to be raised off the ground onto a pallet in order to preserve and fix them if necessary. Mr. Batista has spoken to a company in regards to the fence repair as well. Landscaping was also discussed in order to protect the monument in the future. Mr. Debarge is in favor of doing boulders on all four corners as well. The vehicle operator who was responsible for this only has $5,000 for insurance to property damage. It is going to cost over $55,000 to repair this, which does not include the crane to lift these pieces off the ground.

Mr. Goncalves asked if fundraising will be done for the monument?

Mr. Debarge stated that Veteran's Services has it in his budget for the initial number.

Ms. Villano explained that this is money that has already been appropriated.

Mr. Debarge also suggested a gifts and grants account for this specific project.

Moved by Mr. Gennette, seconded by Mr. Goncalves to appoint Julie DiCesare, Mike Jarzabek, Tara Bronner, Diane Shea Walton, Margaret Scott, Kerry Hotaling and Harry Mills to the Commission on Disability and forego interviews. Vote 4-0. All in favor.

Moved by Mr. Debarge, seconded by Mr. Gennette to approve and sign the Executive Session Meeting Minutes of April 6, 2021 with all members present. Vote 4-0. All in favor.

NEW BUSINESS

Moved by Mr. Debarge, seconded by Mr. Goncalves to appoint Special Police Officers, Alan Kipetz, Nelson Ramos and Michael Ulmer pending completion of medical screenings, drug test and psychological examination to be effective June 27, 2021. Vote 4-0. All in favor.

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Moved by Mr. Debarge, seconded by Mr. Gennette to appoint Mr. Goncalves as the selectperson member to the Mobile Home Rent Control Board. Vote 4-0. All in favor.

Board perused the Executive Session Meeting Minutes of April 13, 2021.

BOARD UPDATES/MISCELLANEOUS

Chairman approved and signed all bills, warrants and abatements. A record of all warrants is in the Selectmen's office for perusal until provided to the Town Accountant's office.

Mr. Gennette reached out to Jodi, preliminary to hold the Commission on Disability meetings at the Senior Center.

CLOSING COMMENTS

Mr. Gennette commented that the Commission on Disability has a great Board put together and is very impressed with how many people came out to volunteer their time. Very excited for Ms. Barry and the committee.

Mr. Goncalves updated on the scams/ransomware that are still out there. Reminds the residents not to click on any links regarding packages being delivered. Be careful with your cars also. Be sure to bring valuables inside and keep locked at all time. Check on your elderly neighbors because of the heat. Look out for each other.

Mr. Rosenblum agreed with Mr. Goncalves about not leaving valuables in your car in plain sight and keep the cars locked. Also, keep your outside lights on if possible to deter criminals. Thanked the interviewees for the Golf Commission for coming out tonight. Pace of play is a big key to keeping business. Mr. Rosenblum reminded residents to be courteous to others. Everyone has their own level of comfort. Please slow down and be a courteous and safe driver as well.

Moved by Mr. Debarge, seconded by Mr. Goncalves to adjourn this meeting at 7:37 p.m. and not return to open meeting. Vote 4-0. All in favor.

Vice Chairman

Ludlow Board of Selectmen

All related documents can be viewed at the Board of Selectmen's Office during regular business hours.