



Advisory Board Meeting Minutes
April 22, 2016 meeting

Attendees

Greg Christovich, Gordy Carlson, Jay Crocco, , Dave Pfiester, Denny Wood, Bob Gray (for Kim Lathwell), Bruce Martens, Dave Wucher, , Sheila Bowman

Out of town or not in attendance

Evelyn Seeley, James McCoy, Deb Hunter, Lucille Ferrigan, Nina Greene, Dale Huffman, Martha Killoran

Minutes from the March meeting were reviewed and approved

Club Operations / Feedback

- Greg informed the group that the Highlands Ridge Acquisition Committee (HRAC) had been formed and held their first meeting on April 21st. They came up with a list of questions for ownership that Greg will be prepared to discuss at their next meeting on April 28th.
- 1st quarter financial results and the 2nd quarter outlook were discussed; reasonably busy season but not as productive as hoped for in terms of revenue growth over prior year. Costs were fully loaded as is typical for this time of year.
- Off-season hours of operation and scheduling changes were reviewed, it was noted that golfers who need to check in and pay in advance for the south course can do so the day before or over the phone with a credit card to make it more convenient. Pace of play and unauthorized use of the facilities, particularly at the south course but later in the day at the North course as well, will be spot-scheduled periodically and adjusted as needed throughout the summer. Suggestion was made to send out some direction to residents relative to unauthorized use of the courses and the consequences of doing so (this was emailed out on April 22nd).
- Citrus Golf Trail and marketing reviewed. We are presenting an update to the TDC on April 28th and are pleased with progress thus far.
- Capital campaign update and accounting will be provided once the funds are fully disbursed; final expenditure on weed control at the North will be sometime in late May/early June.

Golf Operations

- Handicap committee to meet at some point later in the year to discuss golf course tee placements and course ratings. Gordy is in the process of putting together some blended tee concepts that would be added to the club scorecards.
- The Highlands Ridge 'Resident League' was brought up relative to their rate and tee time priority. Greg explained that this was a test this season to see if we could keep more resident play inside the gates. The program worked to a degree but there will likely be some modification to the program next season so as not to de-value membership. The resident league cannot take priority over member tee times.

- Question was raised regarding the administration of the LGA and MGA games (whether or not club staff should be running MGA and LGA play days); preference would be that the organizations run their own events (the MGA currently does so, as do the Friday couples). Also the question was raised as to how to get more residents to participate in the MGA and LGA, and whether or not the club would allow cash payouts versus 'white money'. Management is open to allowing cash payouts if that would increase participation. The group was asked to poll some of the residents to see if that (and what else) would increase participation.
- Suggestion was also made to post the tee sheets to the website the day before play so residents and members could look up their tee times (similar to what the LGA does currently). Gordy is looking into whether or not that can be done and will report back.
- It was also suggested that hotel groups and tournaments be posted on the website and in the weekly email blasts so that residents and members know in advance when these are on the schedule.

Golf Maintenance

- Jay discussed the upcoming maintenance practices relative to aerifications, weed control, and fertilizer applications.
- Suggestion was made to install some temporary tees on holes where the tees are transitioning in an effort to recover them faster. Jay will look into whether or not that is attainable. We are also looking into the possibility of acquiring some zoyzia sod for some of the south tees that are in the worst condition.
- The report from the corporate agronomist was distributed to the group for review. The overall assessment of course conditions and plans was generally in line with expectations and budget parameters.

Next Meeting: May 27th at 10:00am at Paradise Grille