



Advisory Board Meeting Minutes
December 4, 2015 meeting

Attendees

James McCoy, Gordy Carlson, Greg Christovich, Jay Crocco, Don Fischnich, Evelyn Seeley, Deb Hunter, Vicki Edwards, Dave Pfiester, Martha Killoran, Denny Wood

Out of town or not in attendance

Lucille Ferrigan, Sue Beaudoin, Sheila Chiarandini, Tom Tirdil

Minutes from October meeting were reviewed and approved

Club Operations / Feedback

Greg updated the group on the club's operating results year-to-date, noting that play volumes have begun to pick up in all areas, including hotel and league group bookings, as well as public play and member rounds. October and November revenues and expenses were in line with plan but the club operation is still trailing net income/loss budget due to weaker than anticipated revenues during the off-season months. The club operation continues to improve financially compared to last year, particularly in food and beverage operations.

Greg recapped the membership renewal process to date; roughly 25 members from 2015 have yet to renew and are being contacted to confirm their intentions. It appears likely that we will lose about 5% of our membership (@12 members) going into next year due to health concerns, relocation, and other personal considerations.

The subject of the use of complimentary guest play passes was brought up, as it relates to members reportedly giving their remaining play passes to other members and residents. The golf staff has been advised that the passes may only be used by the member who was issued the pass originally, and that member must accompany their guests at all times. Under no circumstances is someone other than the member who is issued the pass, and/or their accompanied guest, able to use the pass. A suggestion was made to explore the feasibility of limiting the number of times that any non-member (resident or otherwise) can be a complimentary guest of a member. The management team will report back with a recommendation at the next meeting.

Greg recapped the club's ongoing marketing efforts to date and updated the group on the status of the cooperative marketing campaign with the Tourist Development Council that will commence in January. Suggestion was made to include an effort to market to the Canadian Snowbird Association (including at their upcoming expo in Lakeland in January) and other such groups, as well as somehow leverage PGA golf professionals at northern clubs to bring their members down for golf travel in the winter months.

Greg updated everyone on the capital campaign, including the update piece planned for periodic distribution over the course of the campaign. Several Board members indicated that if certain areas and projects were earmarked and designated in advance that more residents would make contributions. We will make an effort to craft some language to this effect in future updates. There was also a suggestion that maybe we could levy a mandatory maintenance fee on all new residents who purchase a home in the community (in effect 'grandfathering all current residents in). Greg will do some research with owner's counsel to get an opinion on whether and how this might be put in place.

The new Board member process for 2016 discussion was deferred until next meeting. Volunteers will be solicited in the meantime (including those on the Board currently who wish to continue serving) for consideration to replace the six golf association seats (three year-round and three seasonal) and the one at-large seat being vacated by Don Fishnich.

Golf Operations / Feedback

Gordy Carlson updated the group on the golf shop merchandise plans for the coming months, which includes maintaining a good affordable variety of inventory at both shops. Several members of the LGA have assisted in the inventory selection process.

Gordy also discussed a number of areas he and his staff are focusing in on near-term, including LGA and MGA operations, tee sheet organization and utilization, pace of play, and starter/ranger training, among others. Many thanks for the warm welcome and the patience as we get everyone (including Gordy) up to speed.

Suggestion was made to somehow down the road provide for members and residents to view their tee times on the website or over the internet, and have access to what type of start (i.e. shotgun, crossover, etc.) the courses are having on a weekly basis so they can plan their schedules and tee time requests accordingly. We will begin posting the starting formats on the website monthly, and have those available at each desk going forward. The in-line tee sheet access matter will require some upgraded technology and will be considered at some future date.

There was also a suggestion made that perhaps members could receive priority check-in (ahead of non-residents, groups and guests, similar to the priority boarding line at the airport). Once we get the additional register up and running at the North course counter we can try and come up with something.

Golf Maintenance

Jay Crocco reviewed golf course operations and issues, including an overview of the recent weather-induced fungus outbreak and treatment measures. All precautionary applications are being made, and lab tests have confirmed that we appear to have the disease under control. Cooler weather, lower humidity levels and more sunlit days will accelerate the recovery.

Next Meeting: January 22nd 10:00am at Paradise Grille