



Advisory Board Meeting Minutes
February 26, 2016 meeting

Attendees

James McCoy, Gordy Carlson, Greg Christovich, Jay Crocco, Evelyn Seeley, Deb Hunter, Vicki Edwards, Dave Pfiester, Denny Wood, Sheila Chiarandini, Kim Lathwell, Lucille Ferrigan, Martha Killoran, Nina Greene, Bruce Martens, Dave Wucher, Dale Huffman

Out of town or not in attendance

Sue Beaudoin, Tom Tirdil

Minutes from the January meeting were reviewed and approved

Club Operations / Feedback

Greg welcomed the new Board members for the 2016 year, thanked the outgoing members for their service to the club, and explained the purpose of the Advisory Board and the logistics of meeting agendas, meetings, website postings, etc. Greg reminded everyone to please not wait for the monthly meeting to raise issues that need immediate attention (i.e. safety/repair issue, major operational concern, etc.).

Greg updated the group on the club's operating results to date in 2016. As mentioned last month, the first quarter outlook, despite some of the encouraging new business on the books, is unfortunately already below expectation, due in large part to several days of inclement weather (particularly on Fridays, which are one of the clubs largest golf revenue days). February thus far has been a very solid month with very good weather and strong demand. March looks to be a good month as well if the weather continues to hold up. Greg shared the GolfDataTech national rounds tracking report with the group, noting that the data for Highlands Ridge indicated that our club operation performed close to that of our benchmark markets in December in terms of year over year rounds played.

Greg also reminded the group that over the next 60 days we will begin to formulate some of our off-season cost efficiency measures based on anticipated declines in business volumes, similar to what we did last year in a number of areas. There are no plans to close the south golf course for any extended period of time (except flooding) as there are no real cost savings in doing so (due to the ongoing need for mowing and cultural practices).

Greg recapped the club's ongoing marketing efforts to date, including the status of our cooperative marketing campaign with the Tourist Development Council, the highlights from our visit to the Canadian Snowbird Association Expo in Lakeland in January, and our efforts to grow our catering and event business.

Greg updated everyone on the capital campaign, which has brought in roughly \$21,000 in collections thus far. The suggestion was made to make one more push for contributions by telling the residents that all of the contributions which come in from now on are for 'weeds only', since several residents have said they would contribute if that were the case.

Greg recapped the efforts being made to assist and cooperate with Ronnie Carter and his team on the real estate side of things. Ronnie recently sponsored a beverage station for the ladies Invitational event (as did Country Club Realty), and has all of his agents coming over to the club on March 2nd for a facility tour and talk with James McCoy about club activities. Ronnie is also collecting estimates to re-do the billboards on C-17, and is currently hosting a 'Parade of Homes' campaign for local Realtors and their clients.

Golf Operations / Feedback

The subject of the use of complimentary guest play passes, as it relates to members reportedly giving their remaining play passes to other members and residents, was revisited. As was explained last month, under no circumstance is someone other than the member who is issued the pass, and/or their accompanied guest, able to use the pass. The suggestion made at a previous meeting 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 is still under study by management. Over the past month we simply have not seen any of the alleged abuse of the program that would warrant a policy change. A new suggestion was brought up, to eliminate the paper passes and track the comp guest rounds in the point of sale system. Gordy will look into this and see if the system is capable of doing this.

On the subject of calendar and event coordination, the MGA, LGA and major event chairpersons will be meeting with Gordy and James on March 12th to coordinate the dates for 2016-2017 season, so we have everything in place on the calendars and tee sheets well in advance.

Gordy brought the group up to speed on some of the more recent developments related to some drop areas at the south course, Handicap Committee discussions, and some improvements made at the north course staging area and driving range. Gordy also mentioned that the turnouts for the golf clinics have been very good, and that he hopes to continue doing them year-round.

Golf Maintenance

Jay Crocco reviewed golf course operations and issues; course conditions are stable in all areas at present; the weather in January presented some challenges but has been excellent in February.

Jay presented the material related to the weed treatment plans being proposed for the north course this spring. The 'triple-threat' mixture is a highly effective weed control material that, if funded and approved, would be made in two applications this year. The cost is roughly \$15,000 - \$20,000 for the program, and we would likely close the golf course for a few weeks at a time during the treatments (due to the unsightly conditions that result from the treatments). The plan will be revisited with ownership in early April for approval based on operating results, budget and available capital funds.

Jay also noted that efforts will be made, budget and labor permitting, to focus some time on filling and seeding in some of the bare areas around both courses once we get into the growing season, as well as coming up with a plan to improve the looks of the landscape bed area along 11 North since it is a 'first impression' to the community. ***We continue to get very positive feedback and reviews on course conditions from our online reviews and visiting groups/guests.***

New Business

Several requests have come in asking if the club management team could come up with a plan for New Year's Eve 2016; James will put some things together and get back with the group. There was also a suggestion to form a social committee to help coordinate dining and special events throughout the year.

Greg also had a request to look into creating lakes at south holes 13 and 18; unfortunately the cost and permitting challenges of such a project are extremely prohibitive, and there are many other higher priority items that need attention.

There was also a suggestion to take a look at the cost to install some window coverings at the south porches (resident Ed Palmer can assist with this). Jay will get some information for further discussion.

Next Meeting: March 25th 10:00am at Paradise Grille