



Advisory Board Meeting Minutes
January 22, 2016 meeting

Attendees

James McCoy, Gordy Carlson, Greg Christovich, Jay Crocco, Evelyn Seeley, Deb Hunter, Vicki Edwards, Dave Pfiester, Denny Wood, Sue Beaudoin, Sheila Chiarandini, Tom Tirdil, Kim Lathwell

Out of town or not in attendance

Lucille Ferrigan, Martha Killoran

Minutes from the December meeting were reviewed and approved

Club Operations / Feedback

Greg updated the group on the club's operating results through year end, noting that play volumes have been a little inconsistent in terms of year over year performance (October was down, November up), overall the club operations, as anticipated, will fall short of budget expectation, in the face of continued challenges growing top-line revenue.

The first quarter outlook, despite some of the encouraging new business on the books, is unfortunately already below expectation, due partly to several days of inclement weather (particularly on Fridays, which are one of the clubs largest golf revenue days) and weak demand reports market-wide. Global economic factors, a weaker Canadian dollar, and somewhat tenuous consumer confidence levels all appear to be contributing factors.

Greg recapped the membership renewal results for 2016; the club lost a net of just 3% of our membership (6 members), which although still negative, was a much better picture than last year. With 48 new residents moving into Highlands Ridge this past year, many of those who play golf, we were able to make up most of the members we lost due to personal reasons, health issues, and diminishing golf activity levels.

Greg recapped the club's ongoing marketing efforts to date and updated the group on the status of the clubs' marketing efforts, including the cooperative marketing campaign with the Tourist Development Council, upcoming chamber and realtors' events, plans in the works to assist Ronnie Carter and Century 21 Realty in marketing the lots in Highlands Ridge, among others. We will also report back on our visit to the Canadian Snowbird Association Expo at our next meeting.

Greg updated everyone on the capital campaign, which has brought in roughly \$16,000 in collections thus far. Checks continue to 'trickle' in, and we will continue to promote the planned use of funds for golf course related uses (i.e. north course weeds). Also, Board members were of the opinion, and management concurs, that there should not be any public recognition effort for those who contribute to the fund. Any such effort would eat into the fund proceeds, and potentially cause some public relations distress among the contributing and non-contributing residents in the community.

The suggestion last month regarding levying a mandatory maintenance fee on all new residents who purchase a home in the community (in effect 'grandfathering all current residents in) would have to be approved by the owner/developer of the lots and subject to a vote approval of current residents in the community. We will continue to consider this matter and approach as we get through the first quarter.

The new Board member nominees for 2016 were reviewed and narrowed down to a list of finalists. James and Greg will make the final selections (with management team and ownership input) and the incoming members will be invited to the February meeting.

Golf Operations / Feedback

Gordy Carlson and Vickie Edwards brought the group up to date on the Handicap committee activity; progress is being made relative to the blended tee concept (Denny Wood is assisting Gordy in the process), and re-rating of the courses. Vickie Edwards volunteered to assist Gordy and Jay relative to the drop areas on south 13 and 18; more to follow at the next meeting.

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 the last 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.

The group also brought up the need for some improved planning and coordination with the various golf organizations and their calendars, so that all events can be on the tee sheets well in advance. Gordy agreed to meet with all of the organizations prior to the end of this season to secure all of the dates and tee time formats for next season.

Golf Maintenance

Jay Crocco reviewed golf course operations and issues, including an overview of the recent weather-induced fungus outbreak and treatment measures. Kudos to Jay and his team for executing a very good recovery plan in such a short period of time.

Jay also 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 Board members were encouraged to communicate with their golf groups about the weed plan so that we can capture as many capital fund contributions as possible to ensure that we can make it happen.

Next Meeting: February 26th 10:00am at Paradise Grille