



Advisory Board Meeting Minutes
June 2, 2016 meeting

Attendees

Greg Christovich, Joe Carpenter, Tom Newgent, Bruce Martens, Dave Wucher, , Sheila Bowman Dale Huffman, Lucille Ferrigan

Out of town or not in attendance

Evelyn Seeley, Deb Hunter, Nina Greene, Martha Killoran, Dave Pfiester, Denny Wood, Kim Lathwell, Gordy Carlson

Minutes from the April meeting were reviewed and approved

Club Operations / Feedback

- Greg opened the meeting and thanked everyone for combining the advisory board and acquisition committee meetings into one session. The notes from the acquisition meeting are included in these minutes.
- 2nd quarter financial results and outlook were discussed; rounds and revenues trended as expected in April and May; Highlands Ridge actually outperformed it's local and regional benchmark markets in terms of year-over-year performance. Expense efficiency measures began to have a significant impact in May in terms of cost savings. Greg emphasized that the golf course maintenance budgets have not been reduced, in an effort to keep the courses in as good a shape as possible.
- While the closure of the south clubhouse has been the source of some inconvenience and disappointment for some, the cost efficiencies are significant and will help keep maximum resources flowing to the golf courses.
- Greg passed around the update on the Citrus Golf Trail marketing program, highlighting that results thus far have exceeded expectation in terms of the TDC's involvement in, and funding of, the program.

Golf Operations

- Greg mentioned that there had been some complaints regarding the tee times, rates and the perceived 'preferred' treatment of some of the visitor groups (i.e. Tanglewood). Greg explained that these groups represent a significant amount of income to the clubs on a year-round basis and we do our best to balance them with member and resident play as best we can. We have signed contracts with most of thee groups through September and will do our best next season to keep members and residents ahead of these groups in terms of tee time priority and pricing.
- Greg indicated that there seemed to be very little in the way of unauthorized after-hours golf play at both courses, but we continue to encourage residents to phone in or email Gordy when they observe any players they believe have not checked in and/or paid to play. That said, there may need to be some additional control at the south course check-in to make sure everyone has paid, particularly when new staff are involved and there are residents mixed in with member groups

- As a follow-up to the suggestion last month to post the tee sheets on the club website the day before play, Gordy Carlson and the golf staff post the sheets every day now so residents and members can look up their tee times in advance.

Golf Maintenance

- Greg introduced Tom Newgent and Joe Carpenter, the superintendents for the South and North courses respectively, and complimented them on the work they are doing since Jay Crocco's departure.
- Tom and Joe discussed the ongoing and upcoming maintenance practices relative to aerifications, weed control, and fertilizer applications, including the plans to continue to try and grow in some of the poor tees at the south course. Greg reminded the group that the south tees are too small, poorly constructed, and many of them have shade and irrigation issues. The south tees in general will require a significant amount of capital to be permanently fixed and funds are simply not available to do any more than we are doing at this time.
- Suggestion was made to do some cosmetic upgrades to the course restrooms at the south course, particularly the restroom on the back nine. Additionally, there should be some additional training for staff since there appears to be a lack of attention to detail, particularly on special event days (i.e. Interclub events).

Next Meeting: July 22nd at 10:00am at the North course Tavern, NO MEETING IN JUNE