



Advisory Board Meeting Minutes
October 23rd, 2015 meeting

Attendees

James McCoy, Don Fischnich, Sue Beaudoin, Vicki Edwards, Bryan Gilles, Jay Crocco, Tom Tirdil, Dave Pfiester, Martha Killoran

Out of town or not in attendance

Lucille Ferrigan, Sheila Chiarandini, Evelyn Seeley, Deb Hunter,

Minutes from September meeting were reviewed and approved

Club Operations / Feedback

James updated the group on the club's operating results year-to-date, noting that volumes have begun to pick up in all areas, including hotel and league group bookings, as well as new wedding and tournament leads. The club operation continues to improve financially compared to last year, particularly in food and beverage operations.

Feedback from the Board regarding membership fees and proposed golf rates for the coming season was as follows:

- Change was noted regarding the single member guest pass of 5 rounds (versus the 10 last year), James explained that this was adjusted to provide a higher value to family members
- Questions was raised about using credit cards to renew membership; this will be permitted with a 3% surcharge as stated in the application material
- Questions was raised about the proposed 30% discount for residents off the prevailing rates, the concept was to try and get more residents to play their golf 'inside the gates', but we will leave the discount at 20% and run some more creative programs such as 'resident appreciation' days and other promotions.

Golf Operations / Feedback

James discussed our commitment to managing the tee sheets on a daily basis and confirming tee times in advance. Question was raised about how far in advance tee times could be made. The policy currently in place is 14 days for members, 5 days for residents and 3 days for public play. Although Board members indicated that 7 days was plenty of time for members to make their tee times in advance, the key will be the actual confirmation process to make sure we are able to free up any marketable public play times in advance so we can maximize our revenue during season. Starter/Ranger presence and control will also be a high priority so that all play is checked in and paid for in the golf shops prior to play.

The subject of member and resident cart parking at the North was reviewed, the Board is supportive of proposed changes to traffic flow and parking that will be announced in next weeks email and implemented mover the next few weeks.

James updated the group on some of the staffing changes in golf operations, reiterating once again that the recent departures of a couple of our golf staff were resignations to see other opportunities. A number of new hires are being trained this week in advance of Gordy's arrival (as well as the arrival of PGA seasonal professional Mark Benz the first week of November, who will head up the south course operations). We are confident that we will have a solid golf staff in place and fully trained by mid-November.

Golf Maintenance

Jay Crocco reviewed the remaining/upcoming course closures, overseeding schedules, as well as the priorities on the golf courses in terms of mowing, fertility, weed control and projects.

Jay was asked to look into the pothole on 5 north and traffic control on 11 south.

Next Meeting: November 20th 10:00am