

# THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNORS

## Minutes for August 19, 2014

Meeting was called to order by Joe McDermott at 1:10PM

### Attendees:

Greg Paydock, APGM	Lynne Peters, PLWGolf Association
Todd Froehle, APGM	Jim Robak, Athletic Committee
Mishael Wells, Membership Director	Jim Degen, Social Events Committee
Joe McDermott, Chairman	Nancy Smucker, Junior Activities & Jr. Golf
Tony Hamer, Vice Chairman	
Dave Otto, Chairman Emeritus	
Betsy Lee, Communications Committee	
Dave Fletcher, Policy & Rules Committee	

Minutes from the June 17 were amended to correct the statement “. . . the 1 ½% fee charged when a house is sold.” The correct fee is ½% .

Minutes from the July 2014 meeting have not been received.

Audience Comments: None

### Golf Membership Report:

Mishael Wells distributed a report comparing member gains and losses for June, July and August in years 2012, 2013, and 2014. (See report on page 4.) We are currently at 399 golf members. A golf member joined after attending our recent Senior Olympics Pickleball Tournament. Current attrition rate is low. Concern that there are no invitations out from current members to new members; very few member leads. Majority of new members are coming from realtors, who Mishael has been effectively working. She is also working with the Chamber of Commerce and the Prescott community. Discussion about why no member leads. Consensus is most members live in Prescott Lakes and their friends are already golf members. Greg reminded us that it's important to invite people we meet to our Club.

### General Manager's Report:

See attached report. In addition, APGM will be taking over management of a Scottsdale golf club in October.

Ambassador Committee Report: No Report.

### Athletic Committee Report:

The committee is changing their meetings to every other month. The “Kids Eat Free” program at the pool will probably be changed next summer to “buy one, get one free”. Replacement fitness equipment is being looked at. Current leases on equipment present some restrictions on replacement timing. Classes are well utilized, thanks to Marie Morrell. The Pickleball Senior Olympics Tournament was successful; many good comments about Prescott Lakes throughout the community. Last year there were 43 entrants. This year there were 114 and rave reviews were received from the players, 40% of whom were from the Valley. Number of participants will need to be limited at next year's tournament which is scheduled for August 14, 15, and 16. Staff provided great support.



Communications Committee:

Only one person was able to attend the recent committee meeting. Current Club communications are working well. Need ability to make some changes and updates to the Club web site.

Greens and Grounds Committee: No Report.

Juniors Golf and Juniors Program Committee:

Club members volunteered this year to teach pickleball and ping pong to Junior members, however participation was low. Next year this may be changed to a camp-type activity and sign-ups required. More families used the pool this year.

Prescott Lakes Men's Golf Association: No Report.

Policy & Rules Committee:

Proposed changes to the Membership Policies and Plan were discussed. Motion made, seconded and approved to forward the revised document to the Prescott Lakes Asset Management Committee / Major Decision for approval. Greg Paydock will forward the document. It was suggested a summary (simplified) version of the document be made available. If the revised Membership Policies and Plan is approved, the Committee will consider preparing a summary document.

Social Events Committee:

The monthly meeting time has been changed from 11:00 a.m. to 1:00 p.m. (instead of 9:00 a.m. to 11:00 a.m.) still on the third Friday of each month, except for the month of September. In that month, the meeting will be held on 9/12/14 from 11:00 to 1:00. Annual Western Night on July 26 was very well attended (120) and received very favorable comments. The Ping Brothers Band was excellent. Annual Chili Cook-Off had eight contestants and 103 reservations. Tony Hamer's chili was voted the best for 2014 (a three-peat). It was decided to hold this event next year in the Fall. Upcoming events include the Women's Fashion Show on 09/16 (eight models will wear two outfits each from four different vendors). Jackie Fitzpatrick is the event coordinator. October 3<sup>rd</sup> is "Dinner and a Show" with Mike Vax. Super Bowl Kickoff Party will be January 24, 2015 (the bye weekend). We will have fun games similar to Red/White/Blue party this past January.

Prescott Lakes Women's Golf Association Committee:

The women's member/member tournament was just completed. Four members will be competing in the State Medallion tournament: 18-Hole Low Gross - Cheryl Fernandez; 19-Hole Low Net - Jane Hyde. 9-Hole Low Gross - Judy Kremp (Cheryl's mom); 9 Hole Low Net - Cathy Filippenetti. The PL Women's Team is ahead by 20 points in the NAGA. The PLWGA has 141 members vs. 120 last year.

Other Discussions:

- Classic Car Show is scheduled for October 26. There will be 150 cars this year and the premiere car will be the "1937 Tom Mix Cord". There will be 12 different classes with awards for each and for best of show. There will also be a Special Athletes' Award. About \$12,000 was raised last year; the goal this is year is \$15,000. Entrants so far are from California, New Mexico, Utah, the Phoenix area, and other local areas. Raffle prizes include an autographed Alice Cooper guitar and a VIP package from Barrett-

Jackson valued at \$3,500. Great volunteer response from Prescott Lakes membership.  
[www.sc4sa.org](http://www.sc4sa.org)

- It was suggested to consider changing the name of the Board of Governors to something that more accurately describes the board as an advisory committee vs. a decision-making committee. Due to legal issues, it was decided to not proceed but to emphasize during elections that the committee is advisory.

Meeting adjourned at 2:25PM.

### **General Manager's Report**

August 14th, 2014

#### **A) Membership**

- We are currently at 399 in Golf Membership which includes the upcoming attrition this month.
- We continue to work hard to get Members to extend invitations to friends and colleagues to ensure that we maintain our full status.
- There has been a great deal of exciting news about Palmer Advantage Platinum. We established some great home club benefits. Clubs continue to come on line close to our Club including Skyline in Tucson and in October, Reflection Bay in Henderson. Our first Phoenix club is imminent. Working on additional clubs in California. Finally, Advantage recently unveiled the new Golf Magic Program tied into our Disney Courses in Florida.

#### **B) Financial**

- We met our financial goals for the month of July helped especially by increased amount of initiation fees from new enrollments and housing.
- The special events calendar is in full swing for the next couple of months. We will have a full golf calendar, Club events and private events.

#### **C) Social Events**

- The 2<sup>nd</sup> Annual Western Night was a great success thanks to incredible work by the Social Committee, the staff, Chef Matt and his team. We had a very good band for this event.
- The Fourth Annual Chili Cook Off was a fabulous event. Great job by the Social Committee and volunteers.
- Road 1 South will make a special appearance for Party on the Terrace in August and Terry Furlong will join us again in September. Kenny James will return in October.
- The 2015 Calendar of events is completed. There will of course be some last minutes changes but the main items are in place.

#### **D) Personnel**

- The kitchen team is pretty much in place at this time. Mike continues to get the front of the house team in place with school departures and other changes.

#### **E) Food and Beverage**

- Chef Matt has already changed most of the starters on the lunch and dinner menus. Those changes will continue as his team overhauls the menus. There have been some changes made to the Sunday/Monday and Small Plates menus as well. The banquet menus will be reviewed and updated for items and pricing in November.

#### **F) Capital**

- The painting of the ballroom is complete. The chair rail is made and will be installed August 24<sup>th</sup>/25<sup>th</sup>. The Front Doors will be done on those days as well. The mirrors are here on property and will go up as soon chair rail is up. The art pieces are selected for the walls and on the way.
- Awnings are up

G) Other updates

- No date has been set for the tax issue review in Phoenix

**BOG Monthly Comparison Report – August 2014**

<b><u>June</u></b>			
<b>YTD Comparisons</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Gain</b>	5	23	13
<b>Loss</b>	11	8	2
<b>Total</b>	-6	15	11
<b>Total Golf Mbrs</b>	391	411	395
<b>Net Dues</b>	-1,800	\$4,500	\$3,300

<b><u>July</u></b>			
<b>YTD Comparisons</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Gain</b>	15	4	9
<b>Loss</b>	15	12	9
<b>Total</b>	0	-8	0
<b>Total Golf Mbrs</b>	390	402	397
<b>Net Dues</b>	\$0	-\$2,400	\$0

<b><u>August</u></b>			
<b>YTD Comparisons</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Gain</b>	6	6	4
<b>Loss</b>	11	4	2
<b>Total</b>	-5	2	2
<b>Total Golf Mbrs</b>	393	404	399
<b>Net Dues</b>	-\$1,500	\$600	\$600