

# THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNOR'S

## Minutes for February 28, 2014

Meeting was called to order by Joe McDermott at 1:00PM

### Attendees:

Greg Paydock from APM	Lynne Peters PLWGolf Association
Jim Degen, Social Committee	Dave Fletcher Policy & Rules Committee
Nancy Smucker, Juniors Golf	Joan Arthur, Major Decisions Committee
John Gordon, Ambassadors Committee	David Otto Chairman,
Mishael Wells Membership Director	Tony Celli, Athletic Committee
Roger Wolfe, Athletic Committee	John Gunby, Director of Golf.
Betsy Lee, Communications Committee	

Minutes from the January 21, 2014 meeting were approved

Audience Comments: None

### Membership Report:

Recent social contact hour was very productive; eight couples attended. Notes from feedback received will be sent to all Social Members. The Ambassador meeting this afternoon will focus on attrition. Holly and Mishael have been reviewing the last couple of year's resignations for trends. Initial finding is most resignations are either for those who have moved or can't golf anymore for health reasons, the only ones that stand out are the multiple resignations from the "working class" which is an area that we need to keep in mind for improvement. Platinum pin program is ending this month on February 28th. It is now replaced with our Gold Star program which will run through December 31st, 2014. Our next program will commence at the end of the PGA trip competition.

Discussed Membership Report – current member count is 394. YTD – nine new golf members; eight resigned golf members; three additional golf members resignations this month.

Also discussed was attrition – Mishael watches the numbers daily as does Greg. She mentioned that the Ambassador Committee is thoroughly invested in attrition as well. Our attrition statistics are decreasing so Mishael believes that the numerical facts along with the already existing Ambassador Committee as well as herself, warrants for a committee that focuses solely on attrition.

### General Manager's Report:

Membership critically important. Need to stay focused on full membership. See The General Manager's Report dated February 18, 2014 which becomes an official part of these minutes.

Discussion about whether or not there is currently any active marketing of the Prescott Lakes community. The Board of Governors just focuses on Club Membership and Operations. The Homeowners' Association Board of Directors has also discussed this issue and will be working on it in the future. The Club has had functions for Prescott area realtors.

See below for further details.

## General Manager's Report

February 18th, 2014

### A) Membership

- We are currently at 395 in Golf Membership, with 5 Members leaving us in February. Our focus on Membership at the Club in 2013, has allowed us to end the year 25 Members ahead of last year.....not full, but close.
- We are having a complimentary guest week to help Members bring prospective Members to our Club.
- We are doing all we can to make the recognition and the rewards for being a Gold Star Sponsor special.

### B) Financial

- The finals are not in for January as of yet. It looks like we will hit our goals, despite being down a bit in dues. February will be tight. The Grille is doing well at dinner on most nights, but private events is slow. We have booked a good amount of weddings and even a few for next year already.
- Staffing is difficult on shotgun days because it takes quite a few people to handle the groups coming in even though revenue is small.
- Merchandise sales are down in the Golf Shop and there is minimal guest play.

### C) Social Events

- February 28<sup>th</sup> is the Southwest Zest Mixer featuring the fabulous Kenny James. We are taking reservations for this one to give us an idea of how many may be interested in the buffet offering. The previous mixer was awesome. Kenny will be back with us in March as well on the 28<sup>th</sup>.
- Easter and Mother's Day brunches will be up and coming as well as Monte Carlo and the Memorial Day Celebration.

### D) Personnel

- No changes

### F) Food and Beverage

- The new dinner menu has been in place for a few days now. Reaction has been very positive. The new lunch menu starts this week.
- Valentine's Dinner went very well with excellent comments from Members. Salmon was the biggest seller off the special menu. We did approximately 100 people.
- Two for Thursdays is going extremely well. It has gotten to the point where reservations are necessary.
- The F&B committee will meet next week. We will be taking up some new topics as well as tasting some of the new lunch items.

#### Committee Reports:

Joe McDermott requested committee reports be highlights and/or something the committee needs the Board of Governors' help with. Discussion about if Committee meetings minutes should be posted on the web site and also when Board and Committee meeting minutes should be posted to the web site. It was agreed that committee minutes and Board minutes should continue to be posted after final approval. Committees should include Joe McDermott on their minutes distribution. Approved minutes should be sent to Holly Nelson for posting to the web site.

#### Athletic:

Six teams have recruited members to work with management and the WTS on the ten year long range plan vision. Golf Clinics and the new golfer tournament are being offered to all members to help drive golf memberships. Pickleball group is starting monthly socials and the group has been asked to work with Senior Olympics again this year.

#### Communications:

Four members volunteered to participate on committee. First meeting last week. Nothing to report yet.

#### Greens: No Report

#### Juniors:

Juniors Golf Program will be offered during spring break (March 10-14). In May, June, and July there will be a summer developmental junior golf program – four sessions. John Gunby will work with Cheryl Fernandez in March to develop programs for non-golf juniors – athletics, basketball, swimming, etc. Greg would appreciate any help with retaining family memberships – what would families like to see.

#### Mens' Golf: No Report

#### Policy & Rules:

First meeting last week. Question about decision to make the House Committee an ad hoc committee. Decision to do so was made at the December Board of Governors' meeting.

Social: See below

## **BOG MEETING**

**2/18/2014**

### **SOCIAL EVENT COMMITTEE REPORT**

1. We have not had a meeting since our last BOG meeting. Our next meeting is Friday, 2/21.
2. At the last BOG meeting it was suggested that the Social Event Committee handle most of the social functions regarding members at the Club that include something more than food. This is going to be discussed at our meeting.
3. The Social Event Committee has not had a formal membership position. While we had an informal attendance policy of not missing 3 meetings in a row, it was not really enforced. As of 1/1/14, I made sure all members knew this was going to be enforced.

At the end of December, we had 22 members. As of today, we have 18 active members with 1 inactive. I expect the 1 inactive to be off next month.

With all the traveling, extra curricular demands, etc., on our committee members, I want to keep the membership at a max of 20. This is especially true since some members may drop out at the end of this year.

We also did not have a formal procedure for acquiring new members. In the past we were happy to get people on the committee, so we really didn't do much. We now have almost a full committee. We are now receiving a lot of interest in joining our committee. To this end, I set up a formal procedure to vent potential members. This procedure will be discussed at our next meeting.

4. Last Thursday, I attended a meeting of select "Social Members". Among other things discussed, I encouraged them to attend our Social Event Committee meetings to give us their ideas of what we can do for them.
5. Our next Event will be "Dinner and a Show" held on Saturday, April 12 with Lynn Grubb and the "High Mountain Chordsman". It will be a plated dinner with pre-ordering at the time of reservations and a \$5 cover charge for the "Show".
6. Old Business: We still have our new Name and Mission Statement waiting for approval.

### Women's Golf:

Adopted 2014 budget; created a fourth major tournament for 2014. Working to broaden the nine hole player base. Many nine hole players have graduated to 18 holes. They will have a spring kickoff tournament.

Ambassadors:

Everyone is assigned; upcoming events are all covered.

Unfinished Business:

City Taxes: APMG partners are meeting this Thursday with Mayor Kuykendall

Clubhouse decorations: Have some ideas already ... about \$14K will be used in current capital plan for women's showers.

Parking lot closure for paving: Motion made, seconded and carried that members will be directed to park on the driving range and the Club will provide shuttle service for golf and the Athletic Center.

Meeting adjourned at 2:15PM.