

THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNORS
Minutes for January 20, 2015

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

Attendees:

Greg Paydock, APMG	Mishael Wells, Membership Director
Todd Froehle, Major Decisions Committee	
Harry Chandler	Dave Fletcher
Betsy Lee	Joe McDermott
Jim Robak	
Bruce Hershman, Ambassadors Committee	Jay Davis, Athletic & Fitness Committee
Don Beaver, Athletic & Fitness Committee	Bob Woodin, Green & Grounds Committee
John Weaver, PLMGA	Lynne Peters, PLWGA
Pam Milewsky, Social Events Committee	Bob Sisley, PLCA Liaison

Members of the 2015 Board of Governors introduced themselves.

Election of Officers and Committee Chairs: Harry Chandler elected as Chair and Jim Robak elected as Vice-Chair. Dave Fletcher agreed to serve another year as Chair of the Rules & Policies Committee. Betsy Lee agreed to serve again as Chair of the Communications Committee. The position of Secretary will rotate amongst Board members.

It was agreed to continue Board meetings on the 3rd Tuesday of each month at 1:00 p.m.

Minutes from the December 16, 2014 meeting were approved, as amended.

Open Forum: No comments.

Golf Membership Report:

Mishael Wells reported membership is at 376 today. Just one new golf member since last BOG meeting and very slow on new leads. Fourteen invitations are still open and Mishael is working with a couple of new junior golf families. She is also working on a new program which will provide incentives to realtors when new golf members join The Club. Mishael continues her work in the greater Prescott community.

General Manager's Report:

Greg gave an overview of the "Sponsorship Pays" program and stated the importance of every committee setting a goal to sign new golf members (similar to what the Athletic & Fitness Committee did in 2014). Members of the Board of Governors need to also focus on getting new golf members; "full with waitlist" is critical to the financial success of The Club. See attached report for other items.

Todd Froehle/Major Decisions Committee Report:

Todd shared the "What Does It Mean To Serve On The Board of Governors For Your Club" document (see attached). Also, the Major Decisions Committee approved the BOG recommendations to amend the By-Laws to change the BOG Voting Process to a simple majority provided a quorum is present. Updated By-Laws will be posted on the PLCA web site.

Ambassador Committee Report: No new golf members; no recent activity. Committee is meeting later today.

Athletic Committee Report: See attached minutes.

Communications Committee: No Report.

Greens & Grounds Committee: Bob Woodin has been elected as Chair of this committee.

Juniors Golf Committee: Last year's Chair has resigned; need a replacement.

Prescott Lakes Men's Golf Association: Had the first Board meeting. Currently at 165 regular paid members, 25 associate members. The same tournaments will be held this year as 2014.

PLCA: Two ad hoc committees will be formed to deal with erosion and firewise issues. Both committees will work with The Club. Landscape and community management contracts will be sent out for bid in March 2015. New contracts would be effective January 2016.

Policy & Rules Committee: No meetings yet this year. In 2015, the Committee may work to codify the BOG election process.

Social Events Committee: This committee is actively seeking new members. "Kick-Off to the Super Bowl" party is this Saturday. Next SEC sponsored event will be a "50's Sock Hop" in March. There are two new Cribbage Clubs (within The Club).

Prescott Lakes Women's Golf Association: Currently there are 115 paid members vs. 143 at the end of 2014. Tournament season starts in April.

Unfinished Business:

- Long Range Planning Ad Hoc Committee:
 - o Todd stated the long range process has started with the WTS study. When an Ad Hoc Committee is named, that committee to work with other Club committees and members, communicate what's been done so far, then work with the BOG for strategies and next steps. Long range planning must be timed to the growth of the Prescott Lakes community (a four to six year plan).

New Business: BOG roster including e-mail addresses to be distributed.

Meeting adjourned at 2:15 PM.



What Does It Mean To Serve On The Board of Governors For Your Club?

Managers are the people responsible for leading a Club. Managers decide "how" the organization will accomplish the mission for which it was created. Managers, department heads and supervisors are all Managers of the Club. They bear the responsibility of making management decisions and implementing those decisions.

Members of the Board of Governors do not manage, they advise. This means that the Board Members represent some group of Members or perhaps all of the people who deserve to have a say in the Club. The simple idea is that boards represent other people's interests, in this case the Members. They have no agenda of their own.

As much as we trust the managers leading our Club, it is important to have a group independent from the managers, who can ensure that the interests of the Members are represented. That independent group is the Board of Governors working with representative committees. Among other things, the Board assists management by making recommendations in the interest of the majority of Members.

When the Board begins to make management decisions, such as "how" the Club will achieve a particular goal, the Board becomes the management. If the Board makes management decisions, they become part of management. They are now not an independent body representing the Members and helping management with decisions. They are no longer in a position to effectively represent the needs and desires of the majority of the Members.

The successful Board will always be focused on Membership and achieving Full With a Waitlist status. It is with this as the goal, that the best interests of the Members will be achieved.

General Manager's Report
January 20th, 2015

A) Membership

- We are currently at 375 in Golf Membership. We have initiated some great programs to get our Membership efforts shifted into high gear. As you know, Sponsorship Pays in so many ways. It is important for all of us to communicate the incredible benefit to sponsoring new Golf Members.
- Taking a cue from the Athletic Committee, it would be great to have all of our Committees as well as the MGA and PLWGA set goals for bringing in Golf Members in 2015.

B) Financial

- We met our financial goals for the month of December although it was close. With dues down due to some attrition and the last two months of the year very slow in all revenue areas, the Department Heads did a great job in closing the year out on a positive note.

C) Social Events

- The Holiday Mixer was a wonderful event. Nearly 100 Members attended. The Holiday Open House was a success for the third year in a row with the Marines collecting boxes full of toys.
- The Jazz Summit event was moved to January 4th due to the snow storm but was still successful. New Years Eve was strong in the Grille with nice support from our Members.
- Pam and the Social Committee have some wonderful events coming up that would benefit from a strong commitment by the Board.

D) Personnel

- No changes

E) Food and Beverage

- Chef Matt has introduced the winter changes to the Lunch and Dinner menus. We will continue to make small changes all year long and more significant changes during the major seasonal changes. We are working on the banquet menu changes at this time.
- A new Kid's menu is in place
- Ryan is doing a fabulous job in his new role as the Assistant Food and Beverage Director.

F) Capital

- The new storage area and the moving of the refrigeration units for the original walk-in are complete. This will create a great dry storage area for banquet equipment.
- We are still working on options for the bridge between holes 6 and 7 for 2015.
- We are close to finalizing the recommendation for the new cardio equipment.
- Bunker work is under way.

G) Other updates

- The bar front will be repaired starting on January 31st and will take four days.

Athletic and Fitness Committee Minutes of January 13, 2015

Members present: Jim Robak, Jay Davis, Dan Bergan, Greg Paydock, Marie Morrell, Don Beaver, Jeanice Monastesse, Gary Kiser, Russ Lafayette, Joleen Meltzer
Guests: Peg Travers, Bob Sisley

Chairman Jim Robak announced that he had to resign as chairman because of his election to the Board of Governors. The committee then held another election. Jay Davis was elected Chairperson and Don Beaver was elected Vice-Chairperson.

A lengthy discussion followed on proposed committee goals for the year. This is to be continued at the next meeting.

Holiday hours and closings were the next topic for discussion. A guest stated that she had been contacted by club members upset with the late morning opening hours of the club house after holidays. Greg Paydock noted that the club only closes completely four times a year. Other board members did not see the late opening times as much of an inconvenience to members. The committee decided to make no recommendation to the existing policy.

Usage of and attendance at the Club was the next agenda item. After a brief discussion Greg Paydock and Joleen Metzler offered to bring more exact numbers and data to a future meeting. Jay Davis presented a report of the last Board of Governors Meeting. Among other things he noted that the Board declined to recommend a non-resident be eligible for BOG Chairperson.

Greg Paydock gave his General Manager's report. He noted that 375 golf memberships are now current with relocation of members being the primary reason for the drop in numbers. He announced upcoming changes to the Club menu—including a children's menu—and other changes to the dinner and banquet menus. The bar itself will over a three day period soon be repaired and recoated due to wear on its surface.

Marie Morrell gave her Athletic Club Director's report, noting that plans were well underway for added junior programs this summer. New cardio equipment may be leased with the goal of replacing all current treadmills and adding other devices. New classes are in place, two new seminars are forthcoming, and the 2015 seminar schedule has been completed.

Joleen Metzler noted in the Front Desk Report that the new photo ID system for registering daily visitors is working well.

Jeanice Monastesse volunteered to chair a "pool" committee to develop and implement new ideas for the usage of the pool area this summer.

Meeting adjourned at 3:14

Respectfully submitted,
Dan Bergan, secretary