

THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNORS

Minutes for July 21, 2015

Meeting was called to order by Harry Chandler at 1:04 PM.

Attendees:

Greg Paydock, APMG	Mishael Wells, Membership Director
Todd Froehle, Major Decisions Committee	Charlie Bomberger, Guest
Dave Fletcher, Policy and Rules	John Gunby, Golf Pro
Betsy Lee, Communications	John Weaver, PLMGA
Dave Otto, Long Range Planning Committee	Don Beaver, Athletic & Fitness Committee
Bob Sisley, PLCA Liaison	Dave Potthast, Green & Grounds Committee
Bruce Hershman, Ambassadors Committee	Ned Dolan, Guest
Michael Galbreath, Athletic & Fitness Committee	Skip Moyer, Guest
Lynne Peters, PLWGA	
Pam Milewsky, Social Events Committee	

Minutes from the June 25th, 2015 meeting were approved.

Golf Membership Report:

Mishael Wells reported membership is at 393 today, with the addition of 11 new members since last meeting. Mishael indicated, in answer to a question, she is looking at all opportunities to advertise at downtown venues and Club activities during our summer season. Additionally, she is working on many fronts with local realtors and builder/developers to put The Club at Prescott Lakes at the forefront of their sales effort. She is working with 75-80 realtors to gain referrals and needs the help of BOG members to also help enhance membership to get to the desired 400 members. Refer to handouts for additional statistics on current and new members. It was requested at the last meeting that new member alerts be sent to all BOG members. Mishael has provided that information for the recent new members. Discussed the need to make minor changes to invitation for "Member for a Day" mailing that is sent to new residence to Prescott Lakes.

General Manager's Report:

Information from the GM's report was distributed via E-mail prior to the meeting. New information not in his handout is that a new incentive to gain new golf members will begin immediately and last for 45 days. Any member that sponsors a new member will receive \$1,500 in dues credit. Management is trying hard to hit the full complement of 400 members target before summer ends. Other comments were: The Grill is busy. F&B is doing well. However, a shortfall to budget is expected due to the lack of golf members. Future promotion is pub crawl with five different bars on August 15th and a DJ has been booked for the first New Year's Eve party.

Committee Reports

Men's Golf Association – PLMGA Classic had 13 fewer participants and the Member-Member tournament will have 24 less participants than last year. MGA is trying to determine reason for lack of participation in these events.

Juniors Golf Committee – No report

Greens & Grounds Committee – Dave indicated the concrete work on the #7 bridge is complete and the feedback has been very positive. Bunkers have much improved since the arrival of two new powered bunker rakes. Recommended that if \$10k is left in capital budget, that it be shift to bunker maintenance. The course will be over seeded with Bent

grass. The course will be closed on August 9 and 10 to punch the greens. Looking at alternative cost for distance markers as distance markings currently being used will not fit new updated sprinkler heads. Committee had a discussion on eliminating this expense as majority of players have distance devices. A test will be conducted with “Red/White/Blue” (100/150/200) colored bricks on hole 18. Flagstone approaches to and from cart paths are very rough and looking for ways to replace them on holes 3, 8 and 13. The greens are mowed every day except Sunday when they are rolled. On Wednesday or Thursday every other week they are verticut, mowed, topdressed, brushed and rolled except for events and weather conditions conflicts.

Communications Committee- No report. Greg, however, stated that new website template will be available during week of July 27th.

Athletic Committee Report- Don reported that the new Precor treadmills and bikes have computers which will monitor usage by day part. The Senior Olympic Pickleball tournament has over 120 participants for the August 14-16 event. This is a great opportunity to enhance food/beverage offerings to bring in additional Club revenues.

Ambassador Committee Report –Bruce announced that the presentation given by Dave Otto at the June 18th event directed at previous new member sponsors and designed to promote additional sponsorship was great. At least three potential leads were gained. Bruce recommends that the Dave Otto presentation be given to all new members on the history of the Club.

Ad Hoc Committee – No report

Women’s Golf Association –Lynne Peters announced the Stroke Play Championship in July raised \$3,500 for United Animal Friends. Lynne also made mention that another \$700 were raised by the photo sessions with Santa Claus, AKA, John Gunby. Next fund raising effort will October 22 for Hungry Kids Charity.

Social Events Committee – Pam indicated Western Night on July 18th was a big success. Chili cook-off is coming in October and the Fashion Show is scheduled for November.

Policy & Rules Committee – Dave passed out the new mission statement for the Ambassador Committee. After discussion, BOG accepted recommended changes and a motion was made and seconded to send document with changes to Major Decisions Committee. See attached copy for complete details.

PLCA-Bob addressed the following items in his update of PLCA business.

1. Traffic signals at Prescott Lakes Parkway and Blooming Hills have been installed and are to be activated in August.
2. PLCA Annual Election for the Board of Director – 3 positions up for election.
3. Final stages of awarding landscape contract (FYI, it was awarded to K-Ler Land Works).
4. Update on criminal damage to landscape on common areas. Damage also occurred on Club property.
5. Refinancing of Clubhouse building completed (fixed 4.5% for 7 years).

Unfinished Business – Jim Robak was nominated for the Chairperson for BOG.

New Business –Long Range Plan (LRP)

Dave Otto the chair of the LRP committee gave an overview of the process and they used to develop an eight page document that covers the entire property of The Club Prescott Lakes to determine future uses to meet the recreational needs of its members. After discussion, it was recommended that social needs of the members be included. A motion was made by Dave Fletcher and seconded by Pam Milewsky to forward document to the Major Decisions Committee. Motion carried. See attachment for complete details.

Meeting adjourned at 1:15 PM.

