

THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNORS

Minutes for June 16, 2015

Meeting was called to order by Jim Robak at 1:04 PM.

Attendees:

Greg Paydock, APGM	Mishael Wells, Membership Director
Todd Froehle, Major Decisions Committee	Charlie Bomberger
Dave Fletcher	John Gunby, Golf Pro
Betsy Lee	Joe McDermott
Jim Robak	Bob Sisley, PLCA Liaison
Bruce Hershman, Ambassadors Committee	Jay Davis, Athletic & Fitness Committee
Gary Kiser, Athletic & Fitness Committee	Bob Woodin, Green & Grounds Committee
Marnie Lucchini, PLWGA	
Pam Milewsky, Social Events Committee	

Minutes from the January, 2015 meeting were approved.

Golf Membership Report:

Mishael Wells reported membership is at 384 today, with the addition of 9 new members between May 19th and June 12th. A number of these new members have young children, a very positive sign for enduring membership. Several are small business owners new to the area. Also a positive sign. When asked about the 6 and Dine program, Mishael indicated that, while closes are slow, it is presenting many opportunities for getting the word out. Mishael indicated, in answer to a question, she is looking at all opportunities to advertise at downtown venues during our tourist 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. Please refer to handouts for additional statistics on current and new members. It was requested new member alerts be sent to all BOG members. Mishael will begin providing that information.

General Manager's Report:

There was some discussion about the recent full Club closures due to major outside events. The comment was made the number of weddings for the month exceeded what had been agreed upon. This was acknowledged and there will be greater effort placed on not allowing that to happen in the future. Discussion ensued regarding the cost/benefit equation for revenue to the Club vs. member usage revenues. It is still a win for the Club to bring in these outside events, particularly weddings. Mike Joyal is responsible for putting together the mini P/L statements for these events. In line with this discussion, Bruce has put together an update of Club closures for the Ambassadors Committee and a copy of that document has been provided to the BOG. (Attached) Additional information from the GM's report was distributed via Email prior to the meeting.

Committee Reports

Men's Golf Association – No report

Juniors Golf Committee – No report

Greens & Grounds Committee – Bob indicated the concrete work on the #7 bridge is complete and the feedback has been very positive. He also mentioned new maintenance equipment has been ordered and is on its way. Additionally, Brian is currently reviewing which bridges are in the greatest need of repair and is focusing attention on the areas between hole #8 and #9.

Communications Committee - Betsy reported the recent EXPO, held in conjunction with a Party on the Terrace was very successful, despite lower numbers of attendees than last year. The feedback was overwhelmingly positive, and the sign-up yielded both volunteers and new “club within a Club” opportunities. She further discussed a soon to be completed upgrade to the Club website. Greg indicated the new format will closely resemble the Mira Vista model, which will allow for greater flexibility and more pictures. The upgrade is expected to take one month.

Athletic Committee Report - Jay reported a pool sub-committee has been formed to address noise, food service and activities. He also announced the Pickle Ball championships drew double the number of participants this year, and that the Senior Olympic event is fast approaching and is expected to draw a very large crowd as it did last year. We are looking to enhance food/beverage offerings to bring in additional Club revenues. He talked about the Friday nite Pickle Ball venue and that Café Splash stays open until 7 PM to serve on those evenings.

Ambassador Committee Report – Bruce shared that the mission and objectives for committee representatives is currently being updated. He also announced the upcoming June 18th event directed at previous new member sponsors and designed promote additional sponsorship.

Ad Hoc Committee – Joe McDermott reported there have been two meetings thus far, but the committee will not be making a presentation for a few months until members have had an opportunity to formulate proposals for future upgrades and modifications to our facilities.

Women’s Golf Association – Marnie Lucchini, sitting in for Lynne Peters, announced the next major event for ladies golf will be the Stroke Play Championship coming in July. It will be a fundraiser for United Animal Friends. Marnie also made mention of the fact that the ladies organization would like to see consideration given to the construction of a walkway on hole #9.

Social Events Committee – Pam indicated a number of SEC sponsored events are in the offing, including the upcoming Western Night on July 18th.

Policy & Rules Committee - Dave has provided, via Email (previously distributed by BOG Chairman, Harry Chandler) the proposed change to BOG by-laws, which addresses the manner in which the 5 at –large positions are vetted, nominated and elected. It was moved and seconded (Bruce H./Joe M.) the BOG accept the recommendations of the committee to recommend approval of the change to the current Policy and Rules. That motion was carried.

PLCA - Bob covered a number of items in his update of PLCA business. Please see his attached discussion items.

Unfinished Business - None

New Business - None

Meeting adjourned at 1:55 PM.

