

SOCIAL EVENTS COMMITTEE MEETING MINUTES

Date: June 20, 2014

Members in attendance:

Jim Degen, Chair	Jackie Fitzpatrick	Jan Massimo
Fran Blakely	Jeanne Fletcher	Debra McVey
Joy Chandler	Lori Gaucher	Joleen Metzler
Sue Degen	Didi Johnson	Holly Nelson
Susan England	Betsy Lee	

Members not in attendance:

Harry Chandler	Ray Milewsky	Greg Paydock, GM
Cheryl Fernandez	Billie Orr	Mike Joyal, F & B Dir.
Pam Milewsky	Kristy Snyder	

Chairman Jim Degen called the meeting to order at 9:05 a.m.

Jim noted that the minutes of the May 16, 2014 Social Events Committee had been approved and forwarded to the Board of Governors.

Mishael Wells, TCPL Membership Director, joined the meeting to provide information on the Club's Ambassador Committee. Mishael furnished the Committee with a copy of the Ambassador Committee's Mission and Objectives, provided a brief overview and asked for questions.

Discussion on the Ambassador Committee:

The Ambassador Committee was set up to serve all new members, regardless of whether their membership is Golf, Social or Resident. The Ambassador Committee is separate from the Welcoming Committee which is no longer in existence. An Ambassador is assigned to each new incoming member. The Ambassadors are tasked with welcoming the new Members, taking them for dinner, providing information on Club activities, etc., and assisting with Club events. Lori commented that the new resident Welcoming Committee did what the Ambassador Committee now does for all non-Golf Members.

Mishael did agree to provide the Social Events Committee with a list of the names of the members of the Ambassador Committee (18 members) with the caveat that any concerns to be addressed to the Ambassador Committee be directed through Mishael or the Ambassador Committee Chair rather than the individual members. She also pointed out that listing of all the Members on each Committee might be something that we might consider doing with all of our Committees.

Lori served on the original Ambassador Committee and said their names were given out to everyone and that the Ambassadors made themselves available to talk with other people. Holly suggested that Mishael might consider sending out a special thank you email to the Ambassadors for their service. This email would list the names of the Ambassadors and would be sent to all Members. Mishael will check with Greg about doing this. Mishael also added that the Ambassadors wear red shirts at Club events which say "Ambassador" on the sleeve as well as Ambassador name tags so they are visible to participants at those events.

Lori expressed her opinion that when the Social Events Committee has an event, we should be communicating with the Ambassadors regarding the details so they know what is going on. Mishael recommended this communication go through the Ambassador Committee Chair for dissemination. She

also stated that they do discuss all upcoming events at their monthly meetings and she strives to make sure the Ambassadors are continuously “in the loop” about all Club events, Social & otherwise. The Committee is evolving because the Club is changing and she is continually striving to determine the best and most effective mix of people in the committee. The term of the committee chairman is two years but committee members can remain longer. This committee requires a lot of hard work. It is our members and their interaction with newer Members that attribute greatly to retention of members as well as promoting new Members coming into this club.

Mishael said that there is a monthly meeting of the Ambassador Committee to check on the progress of all incoming New Members. The biggest problem they currently encounter is new members purchasing memberships but who are not planning on actually moving in for several months. Mishael keeps a new member progress white board to attempt to keep up with incoming members. She said that anyone is welcome to come and look at this board.

Debra and Lori expressed the interest of the Social Events Committee with regard to the Ambassador Committee. We feel that we need to be a united front with the ambassadors but we found we didn't know much about the ambassadors. We had a lot of questions about who they are, and what do they do. We discovered that our goals are the same – we want active, happy members in the club. We, as a committee, are always readdressing questions to determine best ways to communicate. The more we communicate among ourselves on the committee level, the better we can serve the community.

Jolene noted that she has contact with quite a few of the new resident members and a good percentage of new members really do not have an interest in being involved. They want to use the athletic center because they are paying for it, but their lives are too active to join other activities at the club. Some will not even provide telephone numbers or email addresses. Mishael stated that at the introduction of our new Member category, Social Membership, that several social members fell through the cracks because they didn't provide sufficient contact information when they joined the Club. Because of this, a Social Member Ambassador was established. This Ambassador serves to greet, welcome, and educate all incoming Social Members. The staff are continually trying to improve the communication with all new members. Jolene sends out postcards inviting new Members to come in for an orientation. Dorn Homes has helped by presenting gift certificates (supplied by the Club) for meals in their new home welcome baskets. Reservations to redeem the meal certificates must be made directly through Mishael and the new Members have two weeks to redeem their certificate. Lori suggested that a similar program would be beneficial in drawing in the new homeowners in the other neighborhoods and suggested that the neighborhood representatives and HOAMCO could provide information on those new homeowners. Mishael commented that there are some privacy issues in acquiring contact information on new residents through HOAMCO which can be challenging so the Club is exploring additional means of establishing contact with these new Members. Most of these new incentives are working very well.

Susan asked if it would be possible for the SEC to obtain feedback from the ambassadors as to what they are hearing from the new Members they contact. In that regard, Debra suggested a liaison between the SEC and Ambassador Committee. Billie Orr was recommended as liaison as she currently serves on both committees. Mishael also said that she is usually aware of new Member comments and is always willing to answer any questions.

OLD BUSINESS:

Sue Degen, Event Coordinator

Expo: The Expo is June 29th from 12:00 to 4:00 p.m. Volunteers are needed to staff the front desk (one hour shifts). The front desk will have the sign in sheet and will distribute one raffle ticket. A second raffle ticket will be available at the golf membership table.

Front Desk:

12:00 – 1:00	Didi and Jan
1:00 – 2:00	Sue and Susan
2:00 – 3:00	Need Volunteers
3:00 – 4:00	Need Volunteers

Also, we'd like to have a floater volunteer to go around to participant tables to provide water, breaks, etc.

Betsy and Lori will be working the Western Table and requested a summary of what is going on so they can impart info to visitors. Debra suggested a large white board for people to view and the front desk will tell people about the raffle when they check in. Sue hopes to have a list of the raffle prizes along with information on drawing times, rules, etc. to impart to volunteers.

Gary E. will set up tables. Subcommittee should be here by 10:30 to add finishing touches. Sue requested two easels for participant use and six extension cords.

Betsy and Lori, Event Coordinators

Western Night: The event flyer was discussed and Lori noted that the dessert is still being negotiated with Chief Dave. Reservations can be made now to attend this event and Betsy recommended that a separate promotional e-blast sent out next week. Elaine Armack will teach a couple of line dances in her class each week until the event but her classes are available only to members of the athletic club. Can we get permission for non-athletic club members to join the line dance lessons? It was suggested that perhaps a reservation to attend the event could include three line dancing lessons. Decorations for this event will be discussed at the July 18 meeting. Betsy and Lori need lots of volunteers to help set up. Some changes for this year's event: Placeholders for tables to encourage mingling and dancing and more frequent announcements as to what is going on. Also announcements to get people charged up for whiskey tasting (included in reservation). The whiskey tasting will be more closely monitored this year. A Singles table discussed – we have a variety of sizes of tables this year and we can have one set aside for singles. We can tell the Singles Group that a table will be available (Ellen McDonald and Marie Donaldson are Singles Group contacts). The Club staff will wear black with bandanas. Didi and Susan volunteered to assist at the Expo Western Night table.

Ray Milewski, Event Coordinator

Chili Cook Off: Five people signed up so far and we need 12. Holly will send out separate email promoting the event. Greg wanted to know if we have entertainment scheduled for the event and this was discussed. Last year we had Dr. Paul. Entertainment would have to be after the chili tasting. The Committee felt that no entertainment was necessary this year but would defer to Ray since he is not here to discuss. We do not yet have pricing for the dinner being offered. Venue discussed as to inside or outside and layout. We will hold flyer draft until Jim and Ray finalize the event.

Jackie Fitzpatrick, Event Coordinator

Fashion Show: We have participation commitments from Christopher Banks, Classy & Sassy, and Debbie Russo. Jenny Longhorn has been contacted by Billie but we have not heard back from them yet. Other suggestions from committee members were French Hen, Fancy That, and the new western store in Gateway Mall. Jackie commented that some vendors contacted declined to participate due to liability issues and losses they have suffered in the past. Dillard's is one of the vendors that declined because of this. But we are trying to bring in a number of retailers. Billie Orr is also contacting CABI.

Fashion Objectives: Mature Look; Sporty; Western; Classy/Sassy (fringy, etc.); variety of styles in Petite, Misses and Women's sizes.

Questions for Club Management:

Locations for Dressing Rooms?

Locations to provide make-up and hair preparation?

Volunteer models are needed. Incentive to volunteer could be the provision on discounts at salon for hair and nails.

Current plan: Nine models with two outfits per model. Models would choose a retailer and model both outfits from that one retailer. Models will be announced and will walk around the tables for viewing while the outfits are being described. Billie Orr will narrate.

Volunteer (and coerced) Models

Susan England, Didi, Jan (vol.)

Possible: Fran, Betsy, Jolene, Holly, Sarah, Debra, Jeanne.

Another possibility: Priscilla Cartier works at Christopher Banks part-time and would make a good model. She also knows the membership.

Luncheon will be served with Fashion Show. Current price point goal is under \$15 to keep cost down. Possible menu selection would be a Cobb salad and/or a baked chicken dish. Sue recommended a vegetarian entrée be considered. No dessert.

Decorations were discussed. Is there anything available for use at the Club, perhaps in storage? Also under consideration would be a raffle, perhaps with a centerpiece and/or vendor-donated items as prizes.

It was noted that the banquet room walls are scheduled to be painted in early July and that mirrors will be added to the walls. This will make the room more decorative.

There was a discussion regarding the sale of vendor items at the Show. Jackie will discuss this with Greg.

Please email any suggestions with regard to the Fashion Show to Jackie.

TBD, Event Coordinator

Dinner and Show with Mike Vax: (Jazz)

Mike Joyal has contacted but has not yet heard anything.

Event Flyers:

Betsy shared her idea of adding an event flyer to the restaurant check folder and provided a sample. Diners could remove the event flyer from the check folder when they pay their bill and the staff would replace as necessary. This event flyer would be for social events only and would target all events – SEC and Club sponsored. Debra felt that this would be good PR for us and show that we are offering a great number of different events for our club.

Jan added a reminder that SEC members should wear their name tags when attending any Club events.

Monte Carlo Night Recap

The recap on Monte Carlo will be done when Ray & Pam return. It is unlikely that his event will be scheduled in next year's calendar.

OTHER OLD BUSINESS:

Lori suggested that SEC Meeting Minutes should identify the chair and each of the committee members as well as staff members in attendance as well as those members who were not in attendance. She also

suggested that the name of the event coordinator be identified when discussing events. This was discussed and it was decided that in the meeting minutes all non-present committee members will be listed as not in attendance.

Jan brought up the issue of the double booking of events, e.g., Party on the Patio scheduled on the same evening as a Guys & Dolls golf tourney. This is especially a problem if the event scheduled for outside is brought inside. The open space inside now is full. With regard to the Party on the Patio, the summer weather is always a problem. Betsy felt that the events should try to be staggered to accommodate space and food limitations. Debra noted that in the past the combining of events served to increase the number of participants. Now there are so many attendees, this is not necessary.

There was no further old business.

New Business:

Death by Chocolate: Discussion tabled until more information can be obtained from Management.

Social Events Survey: Billie and Lori will work together to prepare survey with answers on a "Like it" scale in order to get better scaled results than could be obtained using "yes" "no" survey questions. A discussion needs to take place as to what we want on the survey itself. Jim asked if Survey Monkey be formatted to accommodate the "scale" answers. Jim called for comments on his survey draft – assuming Survey Monkey can accommodate scale answers. Lori suggested the survey be added to a weekly update with a link. Jim suggested a separate email with a link. Billie and Lori will use Jim's format as a basis and begin working on this toward the end of July.

Comment Card: Jim suggests distribution at tables or at sign up or registration for events. Lori suggests addition of "Name _____" (Optional). This is different from the yellow card already distributed as the yellow card targets restaurant service and this proposed comment card would target the events themselves. Greg has agreed to put comment cards into use as soon as SEC comes up with format and questions. Lori suggested that anything that can be termed "if applicable" should be toward the end of the comment card. Jim will re-work the draft with a scale format, do some word-smithing and send the draft out for a second pass by the committee.

Additional events for 2014?

October Blues & BBQ in Sept. October? Holly says not this event is not on the calendar yet.

Halloween event for the kids? This was successful last year and we should re-schedule for this year. Volunteers are needed as well as an event coordinator.

Classic Car Show is scheduled for 10/26. This is an outside event but put on by members of the club.

No Oktoberfest will be scheduled at the Club this year due to the number of events scheduled in town.

The Christmas Gingerbread house contest was discussed and, due to lack of participation last year, we will probably not schedule it this year.

Jim's Summary: There is not much more we want to do except a Halloween party for the kids. We can talk about this at the next meeting. Jim will check with Cathy Bomberger to see if she would be willing to organize this again this year.

Start thinking about 2015 events. We will discuss successful and non-successful events of this year in our planning of next year's events.

Jan made the suggestion that we should ask Greg to remove flyers off the lobby table and put them above the coffee. Lori added that Greg has asked Margo Organ to do a centerpiece for the lobby table and that is in the works. Holly commented that still under consideration was the possibility of events plaques for the restroom areas and also changes to the BOG photo wall using smaller plaques. We will discuss with Greg the movements in these areas.

Food & Beverage Committee: No report as there has not been a meeting since the last SEC.

Greg's Report (offered by Jim in Greg's absence):

BoG meeting report: Currently there are 398 golf memberships, 10 short of last year. The initiation fee has just gone up to \$4,500 for golf memberships. Financially the Club met its goals in May. Several weddings are currently scheduled. Party on the Patio on schedule for June 20 with Kenny James and July 18 with Terry Furlong. We had 140 reservations for Memorial Day and many of those reservations did not come in until late in the reservation process. Greg is concerned about the light reservations for far for July 4. Note that SEC members will not be needed to assist staff on July 4. Wednesday night service in the Grille will now feature rotating specials. It started with "Pasta Night," followed by a "Burger Night" and then a "Taco Wednesday." Note: Lori made a comment here for the minutes that both here and in the Food & Beverage Committee there was a strong recommendation made that with Wednesday night changing, menu offerings should be standardized rather than rotating. For instance, 1st Wednesday could be Pasta, 2nd could be Burger, 3rd could be Pasta, and 4th could be Taco.

Thursday nights will be billed as Smoked Thursdays now that the smoker is up and running. Saturday evenings will continue to feature prime rib. The June 26th Scotch Tasting and Cigar night now has 23 reservations and management is hoping the number will rise to 40.

The banquet rooms are going to be painted beginning July 6 with added chair rails and mirrors. Changes should be completed by mid to end of July.

Greg has hired an off duty police officer to patrol the grounds during weekend evenings. Last weekend citations were issued to people found on the club grounds after hours.

Jackie brought up the issue of people walking their dogs on the greens after hours and suggested that "No Trespassing" signs be erected at the cart path entries at Smoke Tree Road. The current signs say "Golfers Only".

Jan asked about the possibility that a link be added to announcements so that reservations to golf events, club events and athletic events could be quickly accessed and made. Betsy added that this type of access is limited by Corporate.

The next meeting July 18, 9:00 a.m. Jim will not be at this meeting. It will be chaired by Billie Orr.

Jim Degen adjourned meeting at 11:20 a.m.