

THE CLUB AT PRESCOTT LAKES

BOARD OF GOVERNORS

MINUTES OF MARCH 17, 2015

The meeting was called to order by Harry Chandler at 1:00 p.m.

Attendees;

Greg Paydock, APGM	Todd Froehle, Major Decision Making Committee
Mishael Wells, Membership Director	Charlie Bomberger
Harry Chandler	Bruce Hershman
Jay Davis	Gary Kiser
Pam Milewsky	Betsy Lee
Lynne Peters	John Weaver
Dave Fletcher	Bob Woodin
Kelli Daggett	Joe McDermott

Minutes from the February 17 meeting were approved

Golf Membership Report

Mishael Wells reported that membership is 371 as of today. Four new members have been added since our last meeting. She told of a very successful and well attended breakfast. She indicated that May is an historically important month to secure new members. She reported on a number of initiatives under way to obtain new members including: preparation of membership packets, contacting recent guests, offering incentives, working with the Chamber of Commerce, contacting new residents, sponsorship and PGA Scoreboard Programs and staff training. She also stated that they were looking at the reasons for attrition and contacting former members and inviting them to return. Greg Paydock indicated that one important reason the number is down is because the sponsorship from current members of new members is far lower.

John Weaver expressed a concern that we don't really know the real reason some of our members leave. Greg Paydock indicated that the major reasons were: moving, medical, financial and not using the club enough.

Todd Froehle said our club attrition rate is about 20% per year while the national average is 10%. He feels this is because Prescott is an older age and more transient community. He said it was important to work with those just moving in.

Charlie Bomberger said he was concerned that we don't know why those 4-7 year members leave the club. Harry Chandler suggested that the Ambassador Committee could contact former members to seek the real reason that they left. Bruce Hershman agreed to do so.

Joe McDermott said there are some former members who wish to come back but don't do so because they are required to pay another initiation fee. After much discussion a motion was proposed by Bruce Hershman and seconded by John Weaver that the Board recommend that the Club immediately begin a Welcome Back Program lasting through the end of May. Under this program former golf members would be welcomed back without having to pay a second initiation fee. The motion was passed unanimously.

General Manager's Report

Greg Paydock passed out his monthly written report. He said the financial report for the first two months of the year was very good. He highlighted a number of successful socials and some changes in the grille schedule including: Tappa's Night, the return of Pasta Night and the Two for Tuesday. He said they have received many positive comments about the breakfast program however they still are not getting enough people to sustain it on a permanent basis. There will be more breakfasts scheduled and the Food and Beverage Committee will evaluate the program.

Greg passed out a written copy of the Three Year Capital Plan. As part of the discussion of the plan Bob Woodin mentioned that many of the cart paths were in need of repair and should be added to the plan. (Please see attached report for details and summary of Three Year Capital Plan)

Committee Reports

Women's Golf Association--Reported that the beneficiary of their annual Charity Tournament would be "Hungry Kids." They will also conduct a stroke play tournament to benefit the Humane Society.

Social Event Committee--The committee is eagerly anticipating the March 20 Sock Hop. The committee has added four new members.

PLCA--There is an upcoming new resident orientation. The HOA website is being re-designed. The financials are now posted on the HOA Website.

Policy and Rules Committee--Nothing to report.

Men's Golf Association--Two tournaments coming up soon. Tournament participation is up significantly from last year. There are currently 180 members in the MGA.

Juniors--Kelli Daggett was introduced as the new committee chairperson. She indicated there were several new programs under development for the summer.

Greens and Grounds--New shoe brushes have been installed. The greens are scheduled for aeration on March 29 and 30. A bulletin board has been placed between holes 7 and 8 to

provide course maintenance information. The upcoming weed abatement program may cause some slight discoloration.

Communications--Nothing to report

Athletic and Fitness--Committee has established yearly goals and added two new members. The next committee meeting will be at 5 p.m. in hopes of attracting attendees who cannot make meetings earlier in the day. A Swimming Pool Sub-Committee has been established to address pool needs. The committee reviewed Athletic Center Usage numbers.

Ambassadors--Very little activity because of few new members. Next meeting On March 17

Unfinished Business

A discussion was held regarding activating the previously proposed Ad Hoc Committee to review the WTS Recommendations and generate our own ideas. Joe McDermott will be the chairperson and will begin work immediately to establish the committee.

New Business - None

Next Meeting, Tuesday, April 21, 2015, 1 pm

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Meeting Adjourned at 2:10 p.m.