

Ambassador Committee Minutes 5/19/2015

In Attendance: Bruce & Gloria Hershman, Chair, Greg Paydock Club GM, Mishael Wells Club MD, Tom Bennie, Tony Cardoni, Billie Orr, Jackie Fitzpatrick, Dale Jung & Ron Sebanc, Nora & Fred Tuggle, Don & Connie Cox

Membership Report, Mishael Wells:

- Mishael distributed a membership report indicating membership has increased to 380. The Athletic Committee has completed the goal of bringing in two new golf members and has provided the names of four more prospects.
- The "Sponsorship Pays" program will expire May 31; \$600 dues credit will be honored if completed referrals are received by this date.
- Realtor incentive programs are doing well. She is doing weekly realtor dinners and plans to do one big event at the beginning of the season and another at the end of the season. The golf portion of 6 & Dine was rained out, but with the indoor putting contest it was a success. Responses from the City Square booth were helpful; she is open to any ideas as to where to put a booth next time. She continues to attend weekly Kiwanis Club events, work with the faculty at Yavapai College, and has met with Bruce Hershman to discuss having a series of receptions hosted by Ambassadors in order to get together with people as groups.
- John Weaver, John Gunby and Lynne Peters will be working with Greg to review past membership lists to identify people who might be interested in at an amnesty program.
- The Club has agreed to reserve 20 golf memberships for Dorn's future buyers (without Dorn's having to monthly pay dues to the Club) so that they would not ever have to experience a wait for their home buyers, should the roster be filled. However, Dorn has agreed to lease back these memberships to the Club on a case to case basis. This is a one-year temporary membership with no initiation fee, with an option to make the membership permanent.

General Manager's Report, Greg Paydock:

Greg distributed the General Manager's Report (see attached) and reviewed selected items from the report.

Social Events:

- The 6 & Dine was a success; another one has been scheduled.
- Mother's Day brunch went well.
- Upcoming social events are May 25 Memorial Day at the pool, May 29 Expo 4-6 p.m., followed by Party on the Terrace featuring Road 1 South, May 21 Scotch and Cigar tasting, and happy hours at the pool.

Financial Report:

April numbers are okay. May is probably okay. Without a full roster things will have to be tightened up and June may be a struggle.

Personnel:

Will Cooper replaced Bobby Bauder as Sous Chef.

Food & Beverage:

Changes to the lunch and dinner menus are in place and include a change in the type font and the inclusion of suggested wine pairings.

Capital:

- The purchase of three new pieces of course maintenance equipment was finalized with Brian and Corporate.
- Repair on bridge going from 6 to 7 has been started and additional bridge work similar to what was done on #2 is being considered.
- Athletic cardio equipment should arrive in the next couple of weeks.
- The project to repair the practice green was deferred because of the prohibitive cost of around \$100,000. The idea of adding a smaller green up possibly in the DG area (\$30,000) will be part of the long range planning process and Major Decisions is on board with this.
- Tennis court resurfacing is complete and the new tennis ball machine is in place.
- The decision to purchase a more permanent cover for the Bag Drop area was finalized.
- A new portable banquet bar will be purchased.
- The Club is working with Black Box to upgrade the sound system; walls will be hard wired to allow for a DVD player and corded mic and extension of the mic usage into the grille area.
- Major Decisions approved the purchase of a self-cleaning pool cleaner that can clean at night.
- Aerator on #2 pond is in place and working
- Major Decisions approved the purchase of netting to keep swallows off the building. However, a last minute decision to install will be made based on need.
- John Weaver mentioned a smell radiating from #18 water; The Club will keep an eye on it.
- Jim Robak mentioned the Wi-Fi inconsistency when trying to connect various devices; Greg will check on it.

Greg also discussed the idea of hosting “Ambassador Receptions” with our various Members to always keep Membership and sponsorship as a top priority. The idea was brought up to give an incentive to those who bring guests.

Updates to previous subject regarding our working Members ensued with questions regarding the outcome of attempted changes to committee times and increased activities to appeal to such Members. Greg and Mishael discussed efforts being made with little results.

Greg discussed that 3-4 years ago there was never any discussion that the Club would actually be making a profit this early. Gloria concurred. He stated that we all work very hard to keep the roster full and to our keep our dues low and that due to Members being actively involved we have been able to keep the Club very healthy. Discussion on other Golf Courses and Clubs in the area occurred to bring everyone up to date on our local “competition”. Went over the current offers both at Capital Canyon and Stone Ridge. Friendships and connections have led to the vast majority of those who joined us after Hassayampa closed staying here. Several of those who own homes in that area right along the fairways have returned with favorable experiences here.

Dues Updates: the “why” of single Membership offerings was discussed. A single Membership here would make no sense as our original plan was to have household Memberships only. If we were to open up a single Membership we would have to either increase the Golf Roster to 600-700 instead of the current 400 or increase the dues for our households significantly. The numbers don’t make sense to do so...it simply would not work in this market.

Updates to Ambassador assignments/new Members: Everything seems to be going well with new Member communications. Some concerns over establishing contact were brought up. Mishael stated to never hesitate to contact her with concerns or snags in communication as she may be able to help or have additional information on a particular Member that could be useful. Ultimately it is the job of the Ambassador Committee to assist in any way possible but if returns aren’t made to attempted contacts there is little we can do. Sometimes prolonged moves into the area contribute to communication delays.

Idea: To have a designated “Ambassador” table at events that any and all Members are welcome to sit at.