

THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNORS  
Minutes for November 18, 2014

Meeting was called to order by Dave Otto at 1:05 PM.

Attendees:

Greg Paydock, APMG	Mishaal Wells, Membership Director
Tony Hamer, Vice Chair	Jim Robak, Athletic Committee
Betsy Lee, Communications Committee	Dave Potthast, Green & Grounds Committee
Nancy Smucker, Juniors Committee	Deal Hembree, PLMGA
Lynne Peters, PLWGA	Dave Fletcher, Policy & Rules Committee
Jim Degen, Social Events Committee	David Otto, At Large Member
Irma Villarreal, PLCA Liaison	Charlie Bomberger, Major Decisions Committee

Minutes from the October 21, 2014 meeting were approved, as amended.

Open Forum: Question about whether or not The Club will sponsor the annual Food Drive this year. Greg will contact the Yavapai County Food Bank and send out an announcement to members.

Golf Membership Report:

Mishaal Wells reported membership is at 397 today. If no new golf members, membership will be at 382 or 383 at year end. Discussion about reasons for golf member resignations; attrition for November and December is on average for previous years. Mishaal continues her work in the greater Prescott community and with realtors to focus on golf memberships.

General Manager's Report:

See attached report.

Ambassador Committee Report: No report.

Athletic Committee Report: See attached minutes. Committee needs two additional members; prefer someone from tennis group and someone interested in pilates and/or yoga. Committee's goal was to bring in three new golf members this year. They exceeded that with four new golf members. Committee will research percentage use of the Athletic Center by President Lakes residents.

Communications Committee: No Report.

Green & Ground Committee: Capital Expenditure request for 2015 will be to improve putting green.

Juniors Golf Committee: No report.

Prescott Lakes Men's Golf Association: Capital expenditure items will be discussed at their next meeting. BOG member, Dave Potthast, may have set a new Club Member record with a recent score of 64!

PLCA: HOA quarterly assessment will be increased in 2015. Briefly discussed HOA budget and benefit of Club membership to the HOA. Landscape and community management contracts will be sent out for bid in 2015. New committee established to recruit needed volunteers; hope to have a joint event

with The Club. HOA would also like to work with The Club on a defensible space (different than firewise). PLAM reports have been posted to the PLCA website.

Policy & Rules Committee: No report.

Social Events Committee: Question about recent Arts & Crafts Fair. Also discussed possibility of two-tier RSVPs for Party of Patio events. Next event is the Super Bowl Kick-Off party in January. This is Jim Degen's last BOG meeting as he is not running for Chair of the Social Events Committee.

The 2<sup>nd</sup> Annual Special Cars for Special Athletes was a great success. About 100 people attended the mixer the night before the show. There were 133 classic cars displayed on the 18<sup>th</sup> fairway and over 1,000 people attended this free event. Close to \$15,000 net has been raised. Great comments were received from the car owners. Issue of low traffic in vendor area will be addressed next year.

Prescott Lakes Women's Golf Association: The 2015 season starts December 1. The "Rally for the Cure" event raised \$16,333. The end of year luncheon is December 5. Lynne Peters has been appointed to the Arizona Women's Golf Association.

Unfinished Business:

- No News on city tax issues.
- Capital expenditures. Men's Golf Committee -- see attached. Athletic Committee – submitted in October. Women's Golf Committee meets 11/19 and will forward their requests to the BOG.
- Long Range Planning:
  - o Discussed cost vs. value of the long range plan study done by WTS and the importance of 1) BOG and member involvement in the next steps and 2) communication to all members. Motion made and seconded that an ad hoc committee be formed to look at long range planning and growth of the Club. That committee will report their results to the Board of Governors. The Board of Governors will then make their recommendations to the Major Decisions Committee. Motion carried. This ad hoc committee will need to establish a charter and scope.
  - o The "Needs Assessment Study" will be posted on The Club's web site.
- Value and Mission of Board:
  - o BOG affirmed The Club's committees (who are representative of all members) are the backbone of The Club. The BOG relies on committee reports/feedback for suggested changes and improvements. Consensus is the Board of Governors does provide value to Club management and the Major Decisions Committee. Also discussed having Committee reports/minutes posted prior to the BOG meetings (when possible) in lieu of individual committee chair reports.

New Business: None

Meeting adjourned at 3:12 PM.

General Manager's Report  
November 18th, 2014

A) Membership

- We are currently at 392 in Golf Membership. We do have activity with the new 'Sponsorship Pays' initiative. It represents an incredible benefit to our sponsoring Members. The LOA list is full.

B) Financial

- We met our financial goals for the month of October. Food and Beverage revenues were strong and costs were controlled.
- Revenues will slow in November, however are trending close to budget.

C) Social Events

- The car show was an amazing success. Many thanks to all.....and there were many.....people who worked hard to make that happen for a great cause.
- Blues and Barbecue was a fabulous event again. Members really enjoyed the music and the delicious barbecue menu.
- We may take a break and not schedule a Terrace Party until March.
- We had a small but fun wine event. Members tasted some great varietals and were able to purchase these at an incredible price. In January, we will schedule another wine event.
- The Social Committee is working on scheduling cooking classes with Chef Matt. They have selected some upcoming dates and we will communicate shortly.

D) Personnel

- Sarah will be leaving us a few weeks, we are searching for her replacement. Holly will be leaving us at the end of the year.

E) Food and Beverage

- The Grille is going to move to off season hours, closing for dinner on Tuesday evenings. Two for \$25 will move to Wednesdays until March. Comments on the food and service continue to be good.
- We have a Food and Beverage Committee meeting coming up on the 20<sup>th</sup> where we will discuss new menu changes, specials, Wednesday nights, hours of operation and service.

F) Capital

- The ballroom work is completed. Pavers were installed at the entrance to the Clubhouse building.
- The walk-in is installed and being used.
- We are working on options for the bridge between holes 6 and 7 for 2015.
- The Athletic Committee filed their report with the Board on the WTS initial work regarding the Athletic Center.
- Marie is working on the initial discussions with several purveyors to set up capital leases to replace most of the three year old cardio equipment.
- We are working on quotes to replace the carpet in the stretching area with new carpet. That may still happen this year.
- Work will start shortly on bunker work on the golf course. An outside firm will do six or seven bunkers and Brian's staff will do several others. Brian's folks will also do some cosmetic repairs to several bridges.

G) Other updates

- We had the hearing on the city tax issue. We will have the outcome
- A letter will be sent out shortly outlining the dues for next year. Prepaid discounts will be available.

## Athletic Committee Meeting Minutes Nov 11, 2014

The Athletic Committee meeting was called to order promptly at 1:30 with the following results:

Old Business – No old business items were on the agenda.

New Business – The committee discussed and supported the AC front desk change to go “paperless” (cardless), noting the vast majority of members supported eliminating the requirement to show a card as long as the member had a photograph on file.

The club discussed “next steps” regarding the WTS Long Range Planning report. Greg agreed to publish an update in his wkly report further detailing status and next steps to general membership.

The club reviewed the goals it set and accomplished as follows:

1. Support golf membership drive by helping to introduce golf to non golfers, and sign up at least 3 new golf members (by non golfers). The Club, Golf Pro and the AC hosted reduced “intro to golf” practice sessions, as well as an AC social golf event, and did bring in 4 new members.
2. Support the Grille – The club did so via Pickleball, holding monthly socials, a club championship, Sr. Olympics and several “dinner” meetings. These were new, outings designed to drive Grille support.
3. Communicate directly with membership – The AC committee did publish it’s first “member to member update” to all members outlining the clubs goals, and progress. The AC will continue this practice under it’s new leadership.
4. Increase Member Feedback – Accomplished by developing a “mock” Long Range Plan, creating focus groups via WTS, and asking for management input on all AC member feedback to club management.

As part of the AC committee’s goals, the committee also encouraged and supported a completely “paperless” system (eliminating paper guest pass requirements, and card id’s) as part of member feedback (item 4), and completed a ranked Long Range Capital input and ranked Operational Capital input to the BOG.

Management reviewed Golf membership numbers (384 by year end) and asked for continued support (the AC will positively support next year), new club classes and seminars (driven by member feedback).

The AC did then ask for and received nominations for new AC officers. New AC officers are as follows:

Jim Robak as Chairman

Jay Davis as Vice Chairman

Dan Bergan as secretary

The club will meet again in January with new officers and elect new goals and objectives.

## **Prescott Lakes Men's Golf – Capital Expenditure Requests:**

### **Short Term:**

1. Possibly have a restroom in the area where the old Pro Shop was for use when there are shotgun starts.
2. Improve the Club's radio system by placing a new repeater and antenna on the Clubhouse roof.
3. Investing in a portable food trailer for hot food preparation (hot dogs, hamburgers, etc.) could be prepared and placed hole nine.

### **Long Term:**

1. New and larger Pro Shop located in the vicinity of the No. 1 tee which could stock not only golf, but tennis, pickle ball and exercise items. Should include area with tables and coffee shop.
2. Accelerate the bunker restoration on the golf course. At the rate the Club is going they are looking at 10 years to restore all of the bunkers, at which time they will need to start all over.