

THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNORS

Minutes for October 2, 2014

Meeting was called to order by Joe McDermott at 1:10PM

Attendees:

Greg Paydock, APGM	Mishael Wells, Membership Director
John Gunby, Golf Pro	Joe McDermott, Chair
Tony Hamer, Vice Chair	Bruce Hershman, Ambassadors Committee
Jim Robak, Athletic Committee	Betsy Lee, Communications Committee
Dave Potthast, Green & Grounds Committee	Deal Hembree, PLMGA
Lynne Peters, PLWGA	Dave Fletcher, Policy & Rules Committee
Pam Milewsky, Social Events Committee	David Otto, At Large Member
Irma Villarreal, PLCA Liaison	Charlie Bomberger, Major Decisions Committee
Peg Travers, PLCA Board of Directors	

Minutes from the September 16, 2014 were approved.

Audience Comments: Fred Tuggle asked the Board to consider how Christmas gratuities are solicited for the staff and suggested an assessment to all members. After discussion of guidelines and previous years' efforts, a motion was made, seconded and approved for the Board of Governors to send a request to members in the next bill/statement mailing for appreciation donations for staff with a suggested donation of \$10, \$25, \$50, or other. Motion approved. Irma Villarreal will write the request.

Introductions: Irma Villarreal is now the PLCA Liaison, Charlie Bomberger is a member of the Major Decisions Committee, and Peg Travers is Vice President of the PLCA Board of Directors.

Golf Membership Report:

Mishael Wells reported membership is at 393 today. If no new golf members, membership will be at 387 in November. There are nine new golf members. The "Sponsorship Pays" program has been successful – resulting in eight invitations, four of which are now members. New pins which are good from October 1, 2014 – December 31, 2015 have been given to sponsoring golf members. Membership will have a booth at Sunday's Special Cars for Special Athletes. Mishael confirmed The Club has a very active partnership with Dorn Homes to attract new golf members.

General Manager's Report:

See attached report. In addition, regarding the City of Prescott Tax Issue, after the hearing on October 20th, the consensus is it is now the law and not much APGM can do about it. Hassayampa Golf is hoping for a July 2015 opening with improvements made first to the clubhouse, then the driving range, then the golf course. APGM is now managing Arrow Creek in Reno, NV. Reflection Bay in Lake Las Vegas should open November 1st. Greg requested input from committees (especially Green & Grounds) with any requirements for capital dollars. The Green & Grounds committee stated a site plan is needed now that the long term study for the Athletic Center has been received.

All committees need to submit needed items for 2015 capital for discussion at the November meeting. Capital plan for 2015 should be approved by December this year.

Prescott Lakes Women's Golf Association: Rally for the Cure Mixer is tonight from 4:00 to 6:00. Rally for the Cure golf is this Thursday.

Ambassador Committee Report: The committee is "up to date". There are a couple of new ambassadors.

Side Discussion: Committee chairs to provide names of their committee members to Joe McDermott.

Athletic Committee Report: Quite busy. Long term study was distributed to Board members--each person should review the report and be prepared to discuss in November. Pickleball and tennis is very successful and growing. The Athletic Committee held a Special meeting 9/25/14 to review and approve our "OPERATIONAL CAPITAL REQUIREMENTS" FOR 2015 (attached). The Athletic Committee also reviewed its current Long Range Capital Planning in conjunction with the "WTS" study and recommendations, and developed our recommendation for our LONG RANGE CAPITAL requirements based upon current usage, and projected growth demographics (Long Range List attached).

The committee also worked to achieve a consistent approach and strategy for Operational Capital, ensuring that any current expenditures (for 2015) are in alignment with the Long Range Plan and work toward improving the current over-utilized equipment (particularly aerobics), and space requirements.

Both lists have been ranked, indicating our highest priority (ranked as #1), as well as timing for the Long Range Capital Plan.

The committee also has two operational (expense) recommendations (as opposed to capital) that are also in alignment with both the Operational Capital Plan and the Long Range Capital Plan as follows:

1. The massage therapy room is currently underutilized, and should be modified (make room) so that stretching exercises can be moved from the hallway outside the restrooms, into the massage room. This room can be quickly reconfigured (folding massage table) to allow for massage therapy late afternoons (when almost all massages are scheduled). Carpeting should also be reviewed, and if possible replaced.
2. The tennis ball machine either needs to be repaired (low/short battery life) or replaced (upgrade, movable target model).

Communications Committee: No Report.

Green & Ground Committee: No meeting last month. A bid has been sent out for bunker repairs and for the replacement bridge between holes 6 and 7. The pond between holes 2 and 3 is being worked on. APGM is looking at possibly installing a solar powered pump or a possible water feature.

Juniors Golf Committee: No report.

Prescott Lakes Men's Golf Association: Membership is at 259; three new members last month. Member/Guest tournament was very successful this year with 54 teams. Friday's Horse Race was one of the largest ever at the Club. Men's President Cup has been completed with Carl Collette as the champion beating out Ernie Elliott 2-1. The Club Championship was completed this past weekend with 40 men and 21 women participating. The low gross women's champion is Cheryl Fernandez and the

low gross men's champion is Roger Andres. One major tournament (The Fall Classic) remaining on November 1st. Applications for 2015 PLMGA membership are now being accepted.

Policy & Rules Committee: "Got nuttin'."

Social Events Committee: Working hard and very active. Membership in committee is down; recruitment starting now.

Other Discussions:

- Classic Car Show is scheduled for October 26. There are 133 cars this year (40 more than last year) and \$22K of raffle prizes.
- Discussion about the value of the Board of Governors was postponed to November meeting.
- No candidates yet for open Board of Governor positions.

Meeting adjourned at 2:45PM.

General Manager's Report
October 21st, 2014

A) Membership

- We are currently at 392 in Golf Membership. There is a lot of activity with the new 'Sponsorship Pays' initiative. The LOA list is full.
- Current metrics vs last year

B) Financial

- We met our financial goals for the month of September with F&B revenues and Golf Merchandise contributing and costs controlled.
- The October calendar is quite busy. We will then hit a slow period in November as always. We are looking for some opportunities to add some events.

C) Social Events

- The fashion show lunch was outstanding as was the second Dinner and a Show featuring Mike Vax.
- The attendance at our second Scotch and Cigar tasting event was less than the first but everyone had a great time. We will plan these events again next year as well as a bourbon and a beer event. Several wine events are on next year's calendar.
- Kenny James did a great job last Friday for Party on the Terrace. Attendance was a little lower but everyone enjoyed the music, food and the fire pit.
- With attendance down the last few times, we approached the Social Committee with the idea of taking a break. They thought we should continue.....so we will continue with November and December events.
- Blues and Barbecue is coming up on November 1st with 'Road I South'.

D) Personnel

- No changes

E) Food and Beverage

- Two for Tuesdays, Thursdays and Saturdays continue to be consistent and strong nights.
- We have a Food and Beverage Committee meeting coming up on the 30th 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 finalizing a bid for the bridge between holes 6 and 7 for 2015.
- Athletics has their capital suggestions in. We are waiting for additional feedback from other committees and the Board.

G) Other updates

- Tax issue hearing on October 20th.

Athletic & Fitness Committee

RANKED OPERATIONAL CAPITAL LIST FOR '15

1. Storage Facility, allowing aerobic room to be fully utilized (hold over from '14).
2. Nu-Step Aerobic machine. Currently the aerobic section is over utilized during peak hours (7am to 11am), leading to frustration and occasional conflicts over equipment time limits. This piece of equipment costs approx. \$5000, has space allocated and will relieve the current over utilization
3. Rowing Machine. This piece of equipment has space allocated, and will reduce current wait times for existing rower. Cost is approx. \$1200.
4. Drinking Fountains by the Pickleball and Tennis Courts. Currently at least 60 ppl use these facilities in the hot sun EACH day (average more than the pool) with no water facilities. Cost is approx. \$1800 (water lines are there, just need the faucets/drink stations).

RANKED AND TIMED LONG RANGE CAPITAL LIST

Rank/Timing/Description

1. '17-'19.....Expand current facility toward North, add additional space for aerobic equipment, stretching, and studio classes. Include shade for pool area.
2. '17-'19.....Create Community Clubhouse for variety themed use (relaxation, darts, ping pong, knitting, billiards, arts/crafts).
3. '19-'21.....Creation of Tennis Complex/Pickleball Complex. Build additional 4 tennis courts; convert existing 2 courts to pickleball.
4. '21-'23.....Expand indoor pool to allow for additional Aerobic water classes.