

## **Ambassador Meeting Minutes September 15<sup>th</sup>, 2015**

### **ATTENDEES:**

Bruce & Gloria Hershman, Chair  
Greg Paydock, GM  
Mishael Wells, MD  
Jackie Fitzpatrick  
Tom Bennie  
Fred & Nora Tuggle  
Don & Connie Cox  
Susan Rubio  
Billie Orr  
Paula Berglund

### **MISHAEL'S REPORT**

- Currently we have 400 Golf Members with another 4 leaving this month.
- Average attrition during our slow season/winter is: October – 6, November – 12, December – 11, January – 7, February – 6. The trick is to stay in front of it and stay at 400 through these months...so we can't slow down!
- The Club, specifically Mishael & Kelli, participated in the "Home, Health & Lifestyle" expo out at the Event Center in Prescott Valley over the weekend. This was something that the Club has not done in the past. It was hugely successful and we will be looking into similar events to also participate in. We had one Golf Member join us at the event and many leads to follow up on. Next year we will participate again but with a bigger booth and set up.
- "Astoria" is about to close on their first home next week. Mishael has met with the sales staff at this new location and all systems are in place to help integrate new home owners into the Club smoothly.
- We hand delivered 6 real estate agent baskets with \$250 Club gift certificates to the offices of the agents who earned them through referring a lead that converted to a Golf Membership. It was fun to hand deliver them, walking through each office and handing them to the agent.

### **GREG'S REPORT**

Please refer to the attached document

### **OPEN FORUM**

- A question was asked regarding the guest fees for the course. A concern was voiced that our fees are a bit too low. Greg explained that when a Club is new we try to keep the guest fees low to encourage Members to bring out guests who may potentially become Members themselves. 3 years ago the guest fee was only \$35 and we have made some increases to bring them to the current \$55. We will probably see another increase in 2016, probably bringing them up to \$65. It was mentioned that the other private Clubs in the area have guest fees around \$80 which seems to be a more appropriate rate for a

successful private Club. It's suspected that we may reach similar fees in the future. Everyone was in agreement that resident Members should pay less than guests as they currently do.

#### **MISC. ITEMS**

- There has been a change of the December meeting/event to 12/17/15 to avoid a conflict with Acker Night.
- It's time to begin thinking about our Ambassador Committee for 2016. Mishael asked that everyone consider whether they would like to stay on the committee next year or move on and if they would be so kind as to let her know before the December meeting. Mishael also mentioned that she would be open to recommendations of future Club Ambassadors.
- Greg discussed a sub-committee to potentially contact resigning Members. Tony Cardoni is going to step in to assist with this in the future. Although Club management does contact all resigning Members and reasons are given, in some instances it might be beneficial if a Member reaches out as well to see if there are areas that we could improve on in the future. All were in agreement.

Minutes taken by Mishael Wells  
9/16/2015