

THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNOR'S

Minutes for September 16, 2014

Meeting was called to order by Chairman Joe McDermott at 1:02PM

Attendees: Greg Paydock and Todd Froehle from APGM, John Gunby Head Golf Professional

Joe McDermott Chairmen, David Otto Chairman Emeritus, Tony Hamer Vice-Chairman

Jim Degen Social Events Committee Chairman, Betsy Lee Chairwoman Communications Committee, Dave Potthast Chairman Grounds and Greens Committee, Bruce Hershman Ambassador Committee Chairman, Mike Peters for PLM Golf Assoc. and PLW Golf Assoc., Roger Wolfe Chairman Athletic Committee, Jim Robak Athletic Committee, Nancy Smucker Juniors Chairwoman.

Minutes: Minutes from the meetings on July 22 and August 19, 2014 were approved.

Audience Comments, None.

Membership: Currently have 391 members. New format for the charts showing status of membership were distributed. Without any additional new members the chart projects the Club to be at 387 members on October 14. Last three new members were walk ins, not sponsored by a member. Very few leads currently. Attrition is way down from last year. Primary reasons for members leaving the Club is health and moving out of the area. Course difficulty could be an issue for sponsoring and there is a plan in progress to address that problem. Noted that Hassayampa may open again next spring. Looking at some possible new incentives for members to sponsor more people. Letter is going out to all Prescott Lakes residents about joining the Golf portion of the Club. The Club will always need about 40 new members per year to maintain a full roster. At the next meeting Mishael will update the board on any reasons people leave the Club. Also any reasons new prospects, that Mishael has met face to face, decided not to join. A long discussion was held about member retention and sponsoring. Suggestion was made for the Board members to meet with current members to explain the need for sponsoring new members. Current golf initiation fee is \$4500. It was noted what a big help the local realtors have been in sponsoring members.

General Manager Report: Financial goals in August were met. September and October will be very busy with social events. Working on the Capital Plan for 2015. 2015 calendar for golf and social events is complete. New walk in cooler should be complete this week. The results of the WTS long range plan review will be held by the Major Decisions Committee, not the Board of Governors. There was a distribution of \$250,000, half to each of the owners, HOA and APGM. No meeting has been set for the Sales Tax issue. Money is available if the Club has to pay the back taxes. PLAM report will be available this week.

Ambassadors: Very little activity. Few new members.

Athletic Club Committee: Committee has changed their meeting schedule to every other month. Are putting together their list of Capital spending requests.

Communications: No report

Greens Committee: No meeting was held in August. Minutes from the September meeting are out and on the web site. Working on a plan to give maintenance more time twice a month for greens work. U of A study on Poa is ongoing. They will be in town next week to do additional test sprays. Best option seen so far is Poa Cure, but it is not approved for use in the US. Discussed the street sign with a members name at the entrance to the Club. Prize from Monte Carlo night.

Juniors: Fund raiser for Junior Golf, 100 holes in a day is next week. Not much activity at this time of year because school is in session.

PLMGolf Assoc: Minutes from the PLMGA will no longer be supplied to the BOG or posted on the Club website.

PLWGolf Assoc: Minutes from the PLWGA will no longer be supplied to the BOG or posted on the Club website.

PLCA: No Report

Policy and Rules Committee: Repeat from 60 days ago. Only issue currently is the Membership document we are waiting for APGM to finalize.

Social Events Committee: There will be a children's Halloween party. Eagles Tribute band will be booked for an event in the future. Social events coming up are listed in the Club's weekly emails.

Unfinished Business: No court date has been set for the sales tax issue. Low power lines above the golf course issue is being handled by legal, not a concern at this time.

New Business: A point of contact person for the Palmer Advantage program that understands how the program works will be identified. There has been a problem getting the minutes from the individual committees. Some just do not want them to be posted, some do not take minutes. There was a discussion about requiring the committees to take minutes and submit them to the BOG and for posting on the web site. Membership Board meeting was discussed. There will be a plan developed to have members, not just management, help members develop a mindset for sponsoring. Golf Membership is the only revenue variable the Club has. Next month there will be a discussion about the value of the BOG.

Adjourn

Dave Potthast, Secretary