



Meeting Minutes
May 25, 2014

PRESENT: Rick Daniel, Ian Hamilton, Terry O'Neill, Peter Hopkins, Tom Tittermore, Meredith Westgate, Greg Andrew, Sean Kjemhus, Chris Schatzmann

ABSENT: Dave Petersen, Carla Hage

Summary of meeting minutes;

- 1) Minutes to be circulated earlier so that information is fresh in everyone's mind
- 2) Post summary of minutes in the Members section of the website so that all Members have access to general information discussed.
- 3) Discussed Member no show policy, Club will continue to monitor for balance of 2014 and discuss with Members one on one regarding no-shows vs charging Members as indicated in the Membership plan.
- 4) Membership information requests minimal at this time, interested parties don't see value in Membership cost vs their anticipated golf demand. Owners staying the course with current pricing.
- 5) Owners still committed to selling Memberships but not at the expense of current Members. Will continue to operate as higher end semi-private club.
- 6) Discussion regarding golf industry, golf demand, Membership demand and challenges facing the industry ensued.
- 7) Club communication to continue through email, website, face to face and in clubhouse.
- 8) Advisory board requested greater input into changes that effect the Membership like course changes prior to implementation by Ownership. Hold additional special Advisory meeting when warranted.
- 9) Review summary of course changes. Provided with a brief summary of what management and owners discussed as part of the decision making process for changes to course. Owners approved, instructed mgmt. to move ahead with changes. Discussion regarding the rationale for the decision on #9 as well as several other speed of play changes ensued regarding everything from subjectivity of decision to the business case for changes, understanding of golfer demographics, golf industry changes, comparisons etc. Discussion was thorough and Advisory board understood that based on a players own point of view, differing views will exist. Everyone has a better understanding.
- 10) Broader role for Advisory Board discussed and to include working with management on Calendar of events, Member participation and club activities. Further discussions to take place during next Advisory meetings.

- 11) Discussion regarding what club should be? Tradition vs change?
- 12) Discussed "Family Course" idea for novice players and juniors. Thought to be great and community inclusive.
- 13) Course maintenance program discussed as well as current status report for golf course.
- 14) Golf Shop status report discussed. Included discussion of several Member events and competitions.
- 15) F&B status report provided, Chef changed, menu changes and ideas discussed.
- 16) New business, club to look at further course modifications related to #7,#8. Meeting with course designer-Gary Browning for course tour, planned for June to discuss proposed and possible future changes. Part of ongoing yearly management strategy.
- 17) Discussed special discount card possibly available for members who head down south to the US during the winter.
- 18) Discussed Member unused tee times during the week and specifically Sunday morning and should the club open to non-member at the last moment or presale based on historical data. Management to look into member benefit vs revenue option.

Next meeting in July