

Golf Committee Minutes  
*Draft pending approval*

TO: Craig Magargel, Jill Allen, Norm Happ, Bets Knepley, Curt Dierdorff, Dick Schneider, Don Palmer, David Ramsey

SUBJECT: Minutes of Golf Committee Meeting on June 9, 2010

FROM: Jim Amodeo, Secretary

DATE: June 15, 2010

MEMBERS PRESENT: Jerry Manley, Mary Podolak, Jim Amodeo, Joe Gorzka, Bill Bullock, Dave Teal

BILLY CASPER GOLF: Tim Woodruff, Brian Meglio, Steve Cohoon

BOD: Don Palmer

CMC: No representative

VISITORS: Joan Donnelly, Charlotte Beck, Elena Portoles, Denny O'Malley, Pat Darr, Bettie Layman, Randy Newsome, Martin Sedlazek, Bruce Crandlemire, Cathy Vergano

The meeting was called to order at 3 PM by Chairman, Jerry Manley. Visitors introduced themselves.

**Approval of Minutes:** The committee unanimously approved the minutes of the May 12, 2010 GC meeting.

**Visitor Comments:**

Denny O'Malley announced a group email will be sent out reminding members of upcoming events. Also, he brought up the fact that there is confusion on the hole 17 drop area. Martin Sedlazek suggested shortcuts between holes (3 and 13) to speed up play and recommended shortening the rough on hole number 15. Bettie Layman stated that more ladies merchandise is needed in the pro shop prior to the Ladies Member Guest Tournament on July 21<sup>st</sup>. New Platinum member, Randy Newsome, expressed satisfaction with the course and made several suggestions. Jerry Manley noted that questions posed, but not answered, would be covered later as part of the planned meeting agenda.

**Liaison Reports:**

Jerry Manley attended the BOD and Budget meeting. The BOD approved the GC's recommendation concerning Louie, the Goose Dog, and the request for new maintenance equipment.

Mary Podolak attended the Facilities meeting and reported that Pro Shop carpeting, window treatment, and painting project is progressing. She was commended by Jerry Manley for devoting much time to making sure the project and particularly, window coverings were properly selected.

Bill Bullock reported that the Grounds Committee sign project is progressing.

Dave Teal attended the F&B Committee meeting and reported that more collaborative ideas are being worked. GC members expressed satisfaction that a cell phone based on course food ordering system is now in place.

### **June/July Horn Articles:**

Tournament Announcements - Joe Gorzka and committee leads  
17th Hole Drop Area – Jerry Manley  
Website Information Banner – Jerry Manley  
Pro Shop Merchandise – Don Palmer

### **Ongoing Action Items:**

*Review of Golf Course Rules and Regulations.* Joe Gorzka reviewed Rule # 9, took committee member inputs, and will circulate recommended changes to the GC for review and approval. The coordinated Rule will then be forwarded to the BOD for review.

*Outside Outings Policy.* Jerry Manley will review the draft guidance and provide it to Joe Gorzka for editing prior to GC coordination and approval.

*Annual Member Contract Review.* No action. Jerry Manley will take action for the July GC meeting.

*Marshal Program.* Bill Bullock stated that the new Pace of Play Program will be implemented on July 1, 2010. It will be publicized in advance by available media, and included a recent inclusion of a flyer in the monthly bill.

### **Subcommittee Reports:**

*Green Tees.* No report this month.

*Handicap.* Bettie Layman provided a copy of the June 6, 2010 Handicap Committee Meeting Minutes (attached). She stated that the HC has been monitoring posting of scores by members and stated that many men are not posting - violators will be identified and their names noted on the bulletin board outside the Pro Shop.

*Merchandise Selection.* Bill Bullock noted that some new merchandise is in the Pro Shop with much more on order. Tim Woodruff stated that slow ramp **up** has been caused by seasonal manufacturer cycles and some confusion with the CMC provider process. Tim stated that the slow start up will be overcome shortly. Bill Bullock noted that several

options, including the potential for catalog ordering, will be considered to give members a broader choice of quality discount items.

*Performance Evaluation.* Dave Teal stated that the Performance Evaluation Subcommittee stands ready to assist the BOD at their call.

*Tournaments.* Joe Gorzka stated that the May Tourney was a success and noted that there are two events planned for June, the annual 3 Club Challenge and a 9 hole Social Event, aimed at identifying and recruiting new golfers and members.

### **Billy Casper Golf:**

#### **GM Tim Woodruff reported -**

##### *May Financials:*

Total GF	\$32,996 Actual on a plan of \$41,611	(\$8,615)
Total CF	\$37,519 Actual on a plan of \$37,079	+\$440.00
Combined GF/CF		(\$8175)
Res Member Actual	\$54,161 Actual on a plan of \$53,785	+\$376
Platinum Actual	\$18,730 Actual on a plan \$14,200	+\$4530
May Golf Z Summary = \$149,259.17 on a plan \$151,900		(\$2,641)

[May Tournament rescheduled for July]

##### *Marketing Actions/Considerations*

New Membership Trifold – Completed

Competitive Market Analysis [Emily Trakas] Expecting by 6/14/10

##### *Tee Sheet Analysis:*

Purpose – Membership Acquisition or New Member Product Consideration – Example: “Platinum Twilight” Membership

##### *Member Services/Amenities*

New “Call in Menu” – Initiated – in progress

Driving Range Improvements –

Attention to Details – Towels, Scorecards, Pencils etc

Reciprocals

##### *Proshop & Inventory*

Expanding our on hand brands with the addition of Sterling Cut Glass

Logo Chips

Golf Design Divot Tools, Ball Markers [magnetic for hat brim]

West Coast Trends – Club Glove – Travel, club covers, crested towels

Grand Opening – Brian and Staff –

Possible Programming Ideas: Reception, Balloon Discounts, Product Giveaways

*Open BCG Action Items*

On Line Tee Time System – IBS Web Res – Pending

Loyalty Card Feature – On Hold for future consideration/application

My Pledge: positive communications; service improvements beginning with everyone **working** at HH wearing a nametag and working outwards.

Goal: Present and preserve the golf course in pristine conditions.

Update: Steve Cohoon is making steady progress with team-building and training.

Goal: To converse personally in a private moment with each and every staff member on the property.

Update: Ongoing: still need to spend time with certain Cart and Interior Golf Ops Staff.

Macro Considerations:

Build on the Positives at HH - Change only what needs changing to accomplish our Revenue, Product and Service Goals -

Ultimate goal - a self sustaining private enterprise model

Profitability

Satisfying all dictated requirements and expectations of HH Committees and BOD

Micro Considerations:

Improved Communications – Staff, Members, Guests and CMC - Ongoing

Clarifying Expectations of Staff – Service, Attitude, Performance - Ongoing

Membership Audit – Cleanup – Account Maintenance – Ongoing

Sales Strategy – Competitive Market Analysis [Emily Trakas]

Dedicated Membership Director – Sales, Accounting, Special Events, Member Acquisition and Retention.

*GM Follow Ups from Previous Meetings:*

Marshal Program – Pace of Play Guidelines - Player Education - Ongoing

Future Relationship with Arthur Hills - Ongoing

Video Lessons

Rental Clubs - Ordered and partially landed

*General:*

Invitation to HH extended to Mr. Billy Casper

## **Head Golf Professional, Brian Meglio, reported -**

### *May 2010 Golf Operations:*

Total May rounds played were 3885 vs. a budget of 4,100 (-215) (May 09 rounds 3,402 + 1,757 rounds under last year.)

May resident annual rounds played were 12,726 vs. a budget of 2,481 (+245). (May 2009 Res. Ann. Rounds 1053 (+1673 rounds over last year).)

The month of May produced 489 9-hole cart rounds.

We had a total of 5 Hunt Club and 1 Platinum Member join up.

We had a total of 0 18-Hole Resident Annual Memberships sign up and 0 18-Hole Family Memberships.

We had a total of 0 9-Hole Resident Annual Memberships sign up.

We sold 7 18-Hole coupon books and 9 9-Hole coupon books as well as 0 Range Memberships.

We had a total of 2 member events totaling 142 players and 1- 48-player outside event.

### *What's going on in the shop*

#### Merchandise ordered:

- Nike Men's and Women's Apparel

- Cutter & Buck Men's and Women's Apparel

- Page & Tuttle Women's Apparel

- Cleveland Men's Apparel

- FootJoy Men's and Women's Apparel

- FootJoy & Titleist golf gloves

- Cleveland Wedges

- Ping Putters and Drivers

- Waiting on EP Pro women's

- Imperial hats men and women baseball caps, bucket hats and visors

Demo Days are set up for June 19<sup>th</sup> Cleveland and Ping

- Rental sets ordered

- 2 sets of Top Flight

Ping 1 set  
 Callaway 1 set  
 Cleveland 2 Sets

All Platinum e- mail addresses have been updated  
 Continuing to update Hunt Club e-mail addresses  
 Meeting with vendors about pre books for the fall orders  
 Ashworth has been ordered  
 Cutter & Buck has been ordered  
 Cleveland Golf has been ordered

EP Pro account is being opened now (women's apparel)  
 Working with Susan Dorris at Bette & Court to open account and get women's apparel in here ASAP

Going to open accounts with Tournament Solutions for accessories  
 New Range Balls have been ordered. 600 dozen white, 100 Dozen yellow  
 New range mats will be ordered as well as new Den caddies from Titleist.  
 Continued staff training with weekly meetings

Getting ready for Friday 6/11, Monday 6/14, Friday 6/18, and Monday 6/21  
 9:30 am Shotgun 112 ppl -6/11 NVAA  
 8:30am Shotgun 120ppl -6/14 ARC  
 Golf Social so far 8 ppl -6/14 Member event  
 9:00am Shotgun 72ppl-6/18 Mooring  
 9:00am Shotgun 100ppl – 6/21 VSGA  
 9:00am Shotgun 100ppl-6/25 Member event

**Resident Annual Memberships as of June 12, 2010**

	Resident Memberships				
	2009	2010			
		Annual Paid	Monthly	Total	Budget
Individual	171	16	161	177	170
Individual / Spouse	59	8	58	66	65
9 Hole	64	6	57	63	70

**Non Resident Annual Memberships**

	Non Resident Memberships			
	2009	2010		
		YTD	Total	Budget
Platinum	59	73	73	65
Hunt Club	96	50	50	75
Corporate	2	2	2	0

**Superintendent, Steve Cohoon reported -**

*Tasks Completed*

Staff training program (continuing)  
 Staff evaluations\replacements

Second application of broadleaf weed control  
Preventative disease control applied to all greens, tees, fairways – greens set to 9 on stimpf  
Equipment replacement (rough mowers, rollers)  
Trim, weed, mulch, and plant flower beds and tree wells (ongoing)  
Replaced dead trees on course (most)  
Topdressed greens and tees (6\17 next)  
Signs (order and cost)  
Louie update - back on the course in accordance with guidance

### *Future Tasks*

Mat for #17 drop area - will check to see if it is permitted by the USGA  
Staff training\hiring (etiquette, mowing)  
Site visit for BCG Superintendents 6\23  
Bunker renovation to begin 6\15- will take approximately 6 weeks  
Continue irrigation evaluation  
Fertilize per the soil sample needs  
Trim, weed, mulch, and plant all flower beds and tree wells  
Replace dead trees on course  
Continue with weed control  
Repair driving range tee  
Mark golf course  
Accessory replacement plan  
Align and level tee  
Tree work  
Continue with disease prevention  
Replace recycler pump in creek on #2

### *Tasks on Radar*

Fix pot holes in cart paths  
Cut down woody plant material in native areas and around ponds  
Cut suckers from all planted trees  
Trim around all drainage grates, valve boxes and sprinkler heads  
Repair leak around upper weir on #2 creek  
Add drainage to path near bridge crossing on #2\3  
Edge curbing  
Remove weeds from all cart paths  
Replace distance markers on cart paths  
Spray clover  
Spray nutsedge  
Replace fairway distance markers  
Re-measure and replace yardage markers on sprinkler heads  
Repair wet area on #16

Add signage and yardage marker for drop area on #17  
Cut sod and drain areas that hold water on cart paths  
Mark the golf course  
Seal (or paint) the bridges and guardrails  
Seed, compost and mulch bare and thin spots in rough  
Add chilled water fountains at comfort stations  
Repair drainage area right of landing zone  
Add mulch walkways  
Block off access point behind green  
Repair lights in tunnel  
Add asphalt passing zone by tee  
Add path for ladies tee  
Replace missing tops on 150 posts

**Discussion Items:**

Brian Meglio evaluated various options for an ice/water system in the vicinity of the Clubhouse. He obtained three price quotes. After discussion, the GC passed a motion that \$3200 be requested from the Budget Committee.

The GC expressed concern that Bag Tag procurement and distribution is taking too long. Brian Meglio was encouraged to speed up the process.

Jerry Manley stated that the LRPC is in charge of a HH wide inventory employing a computerized system. BCG needs to input the golf inventory at the call of the LRPC. There is a June 15<sup>th</sup> kick off meeting – a GC representative will attend.

Jerry Manley noted that 2011 Strategic Goal planning is on the horizon. He will coordinate with Don Rusch to make sure the GC takes timely action.

The GC examined a proposal to expand Platinum Member benefits and concurred that allowing more Platinum members up to a maximum number of 125 would be good for revenue and not dilute membership. However, the GC noted that proposed benefit expansions are beyond the scope of GC authority and should be adjudicated by cognizant committees and the BOD.

The next regular scheduled Golf Committee Meeting will be held at 3:00 PM on July 14, 2010 in the Clubhouse Board Room.

The meeting was adjourned at 5:16 pm.

Respectfully submitted,  
Jim Amodeo, Secretary