

Clubs Advisory Committee

2019 Annual Report

to the

OP Board of Directors



Clubs Advisory Committee 2019 Annual Report to the Ocean Pines Board of Directors

Section I, Committee members and status of terms

Gary Miller, Chair	3rd Term, ends 9/27/20
Donna Hickey	3rd Term, ends 9/27/20
Herb Roe	2nd Term, ends 9/24/20
Gail Lynch	2nd Term, ends 11/19/20
Lewis Furman	2nd Term, ends 5/26/21
Gerald Horn	1st Term, ends 12/9/19
Suzanne Auwarter	2nd Term, ends 5/26/21
Cheryl Jacobs	1st Term, ends 12/1/21
Larry Bohanan	Resigned for personal reasons

There is currently one opening on the committee.

All of the committee's suggestions come from discussions among the members regarding comments gathered from current customers as well as our own experiences at The Yacht & Beach Clubs and Terns Grill.

Section II, Summary of major activities during reporting period

Some of the improvements the CAC had suggested include the following;

On busy weekend nights the current bars were over crowded and a new bar in or near the current marina store could be considered. The CAC recommends that MOC be allowed to transform the marina store into an additional bar and to make reasonable alterations to effect the change in the usage of that space. If approved, this additional bar will be a great help in providing even better and faster service to customers, which is a major factor in both higher sales revenue and assuring that customers frequently return.

Acoustics in the dining room and ballroom of the YC has been a problem since it was built. Every year since the new facility was built

the CAC has recommended adding some partitions to help muffle the sound in both locations, as well as some sound baffles in the ballroom. A movable partition that separates the bar and dining room was installed when MOC took over and that has helped with the acoustics and provides some privacy for those sitting close to the bar. We have continued to suggest that additional dividers be installed in the dining room and that sound baffles be installed in the Ballroom.

The Tiki Bar at the YC needed an electrical upgrade and fans which the Committee had suggested be installed to help with the fly problem and to cool down the bar staff. Both of these suggestions have been implemented. Adding TV's to the Tiki Bar was also recommended this year.

Establishing designated smoking areas was a recommendation from the CAC after receiving several complaints about second hand smoke at the YC & BC facilities. After a review of other jurisdiction policies and discussion, the committee reached the consensus that a formal smoking policy should be established in order to better control where smoking is allowed on the OP Clubs campuses. Although "No Smoking Except In Designated Area" signs were installed and designated areas for smokers were established in August, the CAC feels that a formal, written smoking policy for ALL of the OP facilities should be developed by the BOD.

Although food and service has greatly improved at the YC & BC since MOC took over, there were some suggestions that the CAC heard from customers and passed on to the BOD. Those included:

- * Adding lower priced food items to the YC pool menu.
Convert the current "Kids Menu" items to a "Tiki Bar Special Menu" with similar pricing and adding some of the items currently offered at the Beach Club.
- * Have food runners include napkins and utensils when delivering food to customers at the pool.
- * Start using biodegradable straws at all OP Clubs

Additional recommendations made by the CAC this year include;

- * Automated doors for easier access of handicapped and wheel bound customers to the building and restrooms.
- * Sun umbrellas for the "patio" and along the new bar rail
- * Outdoor Couch seating for small groups to sit together
- * Tropical plants and seating area on water side of Tiki Bar, similar to the outdoor lounge area next to Teasers Bar at the Sunset Grill. (see attached photos)
- * Retractable awning for second floor deck
- * Improved and updated computer/point of sale system
- * Add Wi-Fi availability for customers at the YC Campus, including the pool.

Section III, Problems encountered & Assistance Required

ISSUES FOR THE YACHT CLUB

Parking/Seating issues with the County.

Seating capacity at the YC is limited by the county to a formula based on the number of parking spaces available. In the last three years annual reports, we asked about adding additional seating if valet parking is offered at the YC, but received no answer. Additionally, on several weekends this summer the YC restaurant, Tiki Bar and patio were so crowded that the parking lot at the YC was full, as was the parking lot at Mumfords Landing pool, and cars were parked up and down the neighborhood streets. Although having the YC this busy is a vast improvement, it has created a major parking issue, especially for the surrounding neighborhood.

Our thought is that customers could park off campus and be taken by golf cart to the YC, if permission could be obtained from the Pines Point or similar nearby neighborhood with excess parking capacity. This will also help dramatically when weddings and large parties are booked into the banquet area, especially during special events on the patio.

Acoustics

Sound issues in the YC can still be improved. It is loud, especially upstairs in the banquet room for a weddings or other events, therefore difficult to have conversations with other customers. **We have previously suggested adding sound baffles, room dividers and other sound**

deadenning items to help quiet the noise. Although Matt Ortt Company had a divider built and placed in The YC Dining Room, there are still issues with sound that need to be addressed.

Handicap and wheelchair accessibility to The Yacht Club

It is really not adequate. Additional designated handicapped parking areas have been added, but once a customer gets to the entrance door, there is no automatic door opener to assist them getting into the building. Once inside, there are no automatic door openers to access the bathrooms. Although the current handicapped access may have been approved by the county, it is still a problem that keeps a growing portion of our community from using the facility.

Visibility on the patio at night.

There have been several customers injured from tripping on the patio at night, including a CAC member who broke his wrist in a fall. Poor visibility is a major factor in these falls. Installing several gas tiki torches around the patio would add both light and ambiance to the YC campus. Installing spot lights on the upper back deck that point down at the band stand would also help with visibility.

Additional Bar Capacity

As stated earlier, on busy weekend nights the current bars that service the patio can become over crowded with long lines of customers waiting to buy drinks. Adding the satellite bar on busy nights has helped, but the problem still remains.

Earlier this year, the CAC recommended adding a new bar in or near the current marina store. Considering that beer lines had been installed in the marina store some time ago, transforming it into an additional bar is one option.

Another option is to open the second floor bar to patio customers when there is no banquet scheduled. The view from the second floor deck and bar is the best in the area and that space is not being used (when banquets are not scheduled) to its full potential. Some minor alterations would have to be made to keep customers from wandering around the ballroom, but

that might be more economical than building a new outside bar or altering the marina store.

An additional bar will be a great help in providing even better and faster service to customers, which is a major factor in both higher sales revenue and assuring that customers frequently return.

Seating around the Tiki Bar

On weekends, the Tiki Bar gets very crowded with customers sitting around the bar and at the rail near the water. Placing a couple round high top tables with stools on the patio near the Tiki Bar would help with the crowds and provide a more relaxing experience for the customers. Food & Drinks would not be ordered from or delivered to the tables. **Customers would be required to get “food to go” if they choose to eat at the high tops.**

During the day there is no place to sit in the shade other than sitting at the Tiki Bar. We would suggest installing several large retractable umbrellas around the patio and at the drink rail.

Banquet furniture

The cushions on the banquet chairs are showing signs of wear. Replacement of worn cushions would enhance the facilities reputation as a premier venue.

Kitchen Equipment

After two years of improvements in food, service and income at the YC, we would suggest consulting with MOC to see what additional equipment might be needed to further improve food preparation in both the restaurant and banquet kitchens. Two particular items that have been mentioned are; A new double door propane convection oven for the upstairs banquet room and a propane Cleveland Double cavity steamer.

Storage

One of the design issues at the YC causing a problem is the configuration where the upstairs bathroom pipes run across the first floor ceiling in the indoor storage areas. For health reasons, restaurants are not allowed to store food, drink or kitchen equipment in an area where water/sewer pipes hang above. Two options to correct this problem are;

- 1) install a drop ceiling in the storage area, or
- 2) provide an enclosed outdoor shed inside the storage space. The shed would then protect the stored items from the overhead pipes and will probably be substantially cheaper than installing a drop ceiling.

Entrance to the YC Restaurant

The original configuration of the YC building provided a covered entrance to the restaurant and upstairs ballroom, allowing for easy access during inclement weather. With the new configuration of the building, the original covered entrance only provides protection for guests going to the ballroom. Guests going to the restaurant now have to deal with whatever Mother Nature decides she is going to do.

Considering the much larger number of customers who frequent the restaurant, it seems reasonable to reconsider having a covered walkway/entrance for those customers. We would suggest that the BOD consider budgeting for installation of a canopy that would cover the walkway leading from the edge of the parking lot to the entrance of the restaurant.

Wedding/Banquet Improvements

The Wedding and Banquet business at the YC has been steadily improving. To keep that momentum going, it is important to keep abreast of new trends and requests from customers for special items to enhance their experience. One item that has become very popular is a personal photo booth that guests can use on their own to get fun, candid memories of the occasion. Although it is possible to rent one of these from an outside vendor, we would suggest that if OP owned one, it could be offered as an "up-sell" to wedding parties and banquets. One item that we looked at is a "photo-mirror" (the Mirror-Me booth is one brand) that guests can pose in front of, confirm they like what they see in the mirror, and when they are ready, snap a photo that is digitally sent to the phone number the guest entered in the control box. By up-selling the photo-mirror at \$500 for an event, the unit would probably pay for itself in a year or less. Each event after it is paid for brings in another \$500 to OP.

ISSUES FOR THE BEACH CLUB

The newly extended bar has been well received as have the new window configurations on the second floor. A designated smoking area was also added.

Ongoing maintenance at the BC however is still an issue. This was recently brought to our attention by a Face Book post on September 19th from an Ocean Pines resident. A copy of the post is attached. The resident commented that while walking to the beach from the Beach Club, ***“the deck boards are a disaster. They are so uneven and warped. The railings are breaking. They’re an accident waiting to happen! I sure hope they get the boards replaced next year. With this being a community with so many seniors, there’s bound to be someone getting hurt! I, for one, don’t need a broken hip, knee, or any bone! Hazards need fixed!”***. Thomas Piatti responded to the post by saying ***“There is a placeholder of \$77K in the 2018 Replacement Reserve Report for this item. DPW must assess the condition and make a recommendation to the Board to replace the deck.”***

After reading the post, the CAC chairman went to the BC to look at the condition of the deck and railings. Photos showing the very poor condition are attached. Also attached are additional photos of general maintenance issues. It should be noted that the CAC has suggested several times in the past that regularly scheduled maintenance inspections be established to keep ahead of minor problems becoming major ones. Painting the entire outside of the building should also be considered. Attached photos show paint peeling from the walls and under the roof overhang.

In addition to the safety issue caused by the poor deck and railing conditions, other safety issues include;

- * The retractable awnings are dry rotting, do not open fully, and are in danger of falling down. The CAC suggests that they be replaced.

- * The floor behind the bar is in bad shape and appears to be rotting. We would suggest replacing the floor with a non-slip material and adding a floor drain to prevent future water damage.
- * There seems to be a water leak of some sort along the lower walkway from the parking lot under the 1st floor deck. Water appears to be bubbling up from the ground near the showers at the end of the steps to the beach. We would suggest that DPW inspect the area and make repairs as needed.

Consideration should also be given to upgrading the kitchen equipment to commercial grade and adding whatever additional equipment is needed to better serve the customers. Adding a server station would also help the staff be more efficient.

ISSUES FOR THE TERNS GRILL

Terns Grill was being run by the OP Golf Club and experienced similar problems that persisted at the YC prior to the Matt Ortt Company taking over management. When the new Club House opens, MOC will be operating the Terns Grill and we would suggest they consider the following recommendation from last years report.

Nothing is available to pick up for a quick bite to eat when players are making the turn from the 9th hole. This is an ongoing problem caused by either understaffing or inability to multi-task by the staff. It should be an easy matter to have simple sandwich items that can be put together quickly. Pre-made chicken and/or tuna salad, a ham & cheese or just hot dogs would only take a couple minutes to assemble, even if the cook is preparing other items.

When customers have completed their rounds, they often want to stop in for a drink and some snacks, so this should be an opportunity to make additional sales. Currently, the only snacks available are very small. This forces customers to either buy several if they want to remain for a while to socialize, or leave without buying anything. Offering free or low cost baskets of popcorn, peanuts or pretzels

(purchased in bulk) would be an incentive for customers to remain for longer periods, increasing revenue.

The other issue is the hours of operation. There are a number of golf groups that don't start play until after work. As an example, a group of women had planned to tee off at 4pm and stop into the bar after playing to have some simple food and drinks at around 6pm. This was a large group of women who wanted to spend money on both golf and dinner, but because the grill closed at 5pm, they went to another course. Both OP Golf and the Terns Grill lost an opportunity to make more money because the Terns Grill closes before customers are finished playing.

Section IV, Request for items to be included in the next OPA Budget

a) The Yacht Club

Additional items identified by the CAC that would better meet the needs of the community include but are not limited to;

- * Develop a formal written smoking policy for all of the OP amenities and establish designated smoking areas at each
- * Automated doors for easier access of handicapped and wheel bound customers to the building and restrooms.
- * Additional partitions in YC Dining Room
- * Sun umbrellas for the "patio" and along the new bar rail
- * Casual outside seating for the YC patio
 - Additional adirondack chairs
 - Outdoor Couch seating for small groups to sit together
- * Round High Top tables with umbrellas and stools on the patio near the Tiki Bar
- * Tropical plants and seating area on water side of Tiki Bar
- * Retractable awning for second floor deck
- * Sound baffles for the banquet/ball room and YC restaurant
- * Additional outside bar
 - Open 2nd floor bar when no banquets are scheduled
- * Additional funds to improve the decor and acoustics in the Ball Room.
- * Add Wi-Fi availability for customers at the YC Campus, including the pool.
- * Gas Tiki Torches around the patio

- * Spotlights mounted on the second floor deck angled to shine down on the band stand
- * Replace the Banquet chair cushions
- * Install a canopy to cover the walkway between the entrance to the YC and the parking lot.
- * Install an outside storage shed inside the first floor storage room to allow kitchen equipment to be stored safely
- * Purchase a “photo-mirror” or similar item to be up-sold for weddings and banquets

b) The Beach Club

- * Establish a regularly scheduled maintenance inspection to address minor problems before they become major ones.
 - repair current water leak at the showers near the steps.
 - review condition of rusted AC units
- * Have DPW assess the decking/railing and make a recommendation to replace the deck. Apparently funds are already allocated for this purpose.
- * Replace the retractable awnings
- * Repair/replace the floor behind the bar and add a floor drain
- * Paint the outside of the building
- * Upgrade and add kitchen equipment as needed. Ask MOC for their recommendations
- * Add Wi-Fi availability for customers at the BC, including the pool

c) Pools

- * Establish food/drink concessions at Mumford’s Landing, Swim & Racket and Sports Core pools

Section V, Recommendations for Board Action

The biggest issue confronting the Committee is the lack of direct access to MOC. On Feb. 26th of this year the Clubs Advisory Committee (CAC) submitted a letter to the Board requesting permission to have communications with the Matt Ortt companies (MAC) so as to better carry out our appointed duties of advising the BOD. As stated in that letter, ***“the Clubs Advisory Committee (CAC) members understand that our***

primary responsibility is to ADVISE the BOD on issues and make recommendations to improve the food and beverage services at all Ocean Pines clubs. We also understand and agree that it is neither appropriate nor the responsibility of the CAC to direct or make demands of the management company or its employees”.

In the past, the CAC has had an open dialog with the General Manager of the YC and BC. This allowed us to pass along information, complaints and suggestions we receive from customers as well as receiving info on upcoming events, specials, menu changes, etc. that the Committee would help to promote. The current situation is that the Committee passes written suggestions to the BOD who then (we assume) sends them to MOC. Although this provides a means for the Committee to advise MOC on customer concerns, it does not provide a means for MOC to advise the Committee on upcoming plans, menu changes, special events, or concerns that they may have. It is really an informational one way street. We would again ask for the BOD to consider some kind of format that would allow a back and forth exchange of information between MOC and the CAC.

Conclusion

Contracting to have the Matt Ortt Company manage and run the Yacht Club and Beach Club has made a huge improvement to the Decor, Service, Food, Finances and customer satisfaction at both facilities. The recent financial reports show that providing good service, food and atmosphere will financially benefit Ocean Pines and continue to bring customers to the OP Clubs. **It is important to maintain and improve the facilities so that the progress made will continue. Investment in upgrades that foster higher customer satisfaction is an important element in OP's expectation of continued financial improvement at all of the Food & Beverage facilities.**

Staying on top of ongoing maintenance issues, improving and/or replacing kitchen equipment, painting the BC, replacing the BC deck, adding comfortable seating and shade to the YC patio, and installing sound baffles to the YC ballroom and dinning room, are all important to making the customer experience the best it can be. The Committee suggests the

Board give serious consideration to any requests MOC makes for items that will enhance the customer experience and financial benefits to The Ocean Pines Association.

Attachments;

Copy of Face Book post describing safety concerns regarding the poor condition and of the BC deck and railings.

Photos of the BC deck and railing conditions

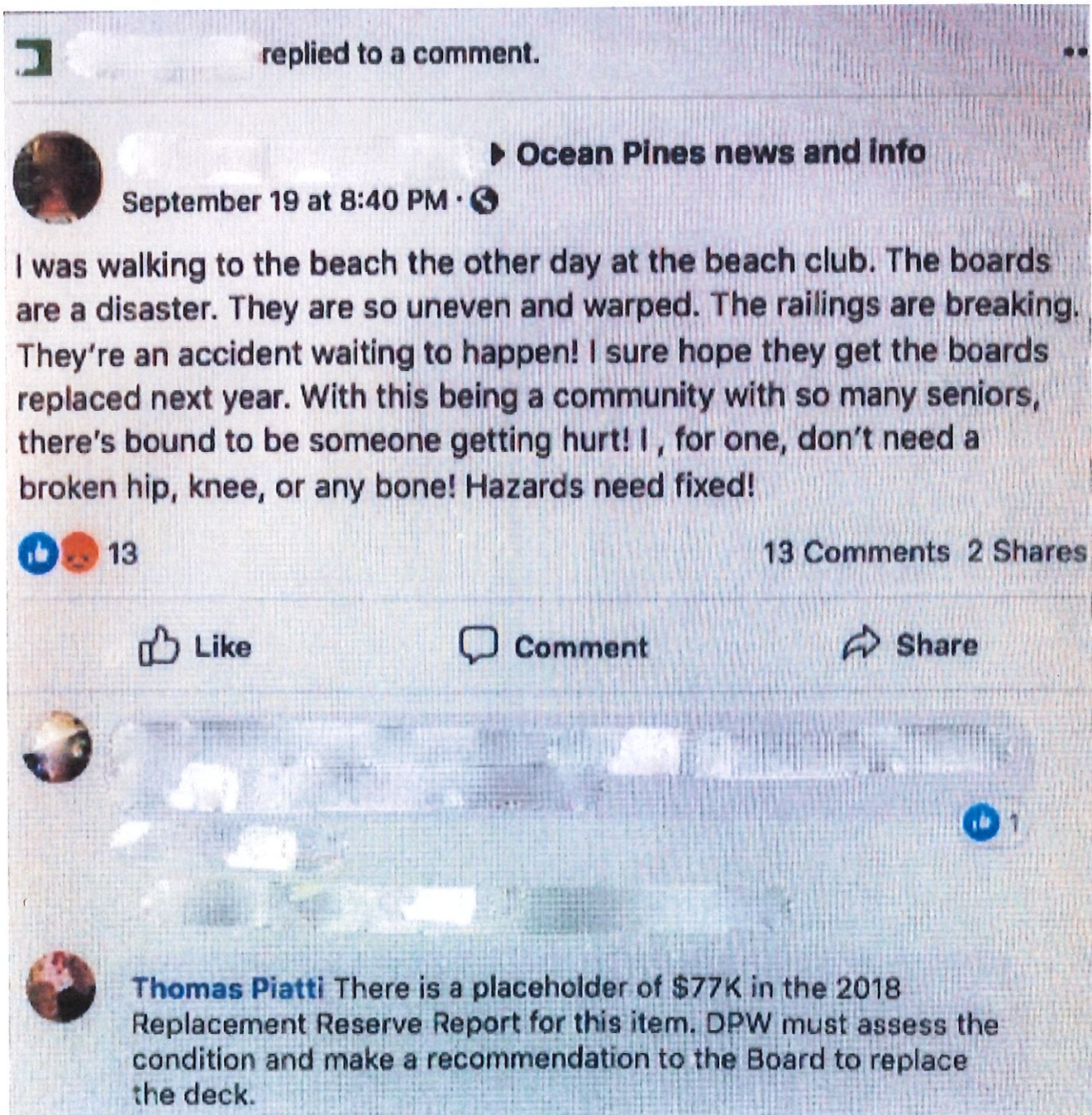
Photos of peeling paint on the exterior of BC building

Photos of rusting AC units, drain pipe, and missing siding shingles at the BC

Photos of Casual Seating idea for the area next to the YC pool fence on the water side of the Tiki Bar

Resident's post on Face Book, Sept. 19, 2019

The Facebook post below, by an Ocean Pines resident, prompted the CAC to take a look at the OP Beach Club's deck & railing, and general maintenance. As noted below, Tom Piatti responded that funds have already been allocated for replacement of the deck by the Board and is just waiting for Public Works to assess the condition and make a recommendation to the BOD. We would also suggest that the BOD approve funds for additional needed general maintenance as indicated in the attached photos.




[redacted] replied to a comment.

[redacted] **▶ Ocean Pines news and info**
September 19 at 8:40 PM · 🌐

I was walking to the beach the other day at the beach club. The boards are a disaster. They are so uneven and warped. The railings are breaking. They're an accident waiting to happen! I sure hope they get the boards replaced next year. With this being a community with so many seniors, there's bound to be someone getting hurt! I , for one, don't need a broken hip, knee, or any bone! Hazards need fixed!

👍👎 13 13 Comments 2 Shares

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Thomas Piatti There is a placeholder of \$77K in the 2018 Replacement Reserve Report for this item. DPW must assess the condition and make a recommendation to the Board to replace the deck.

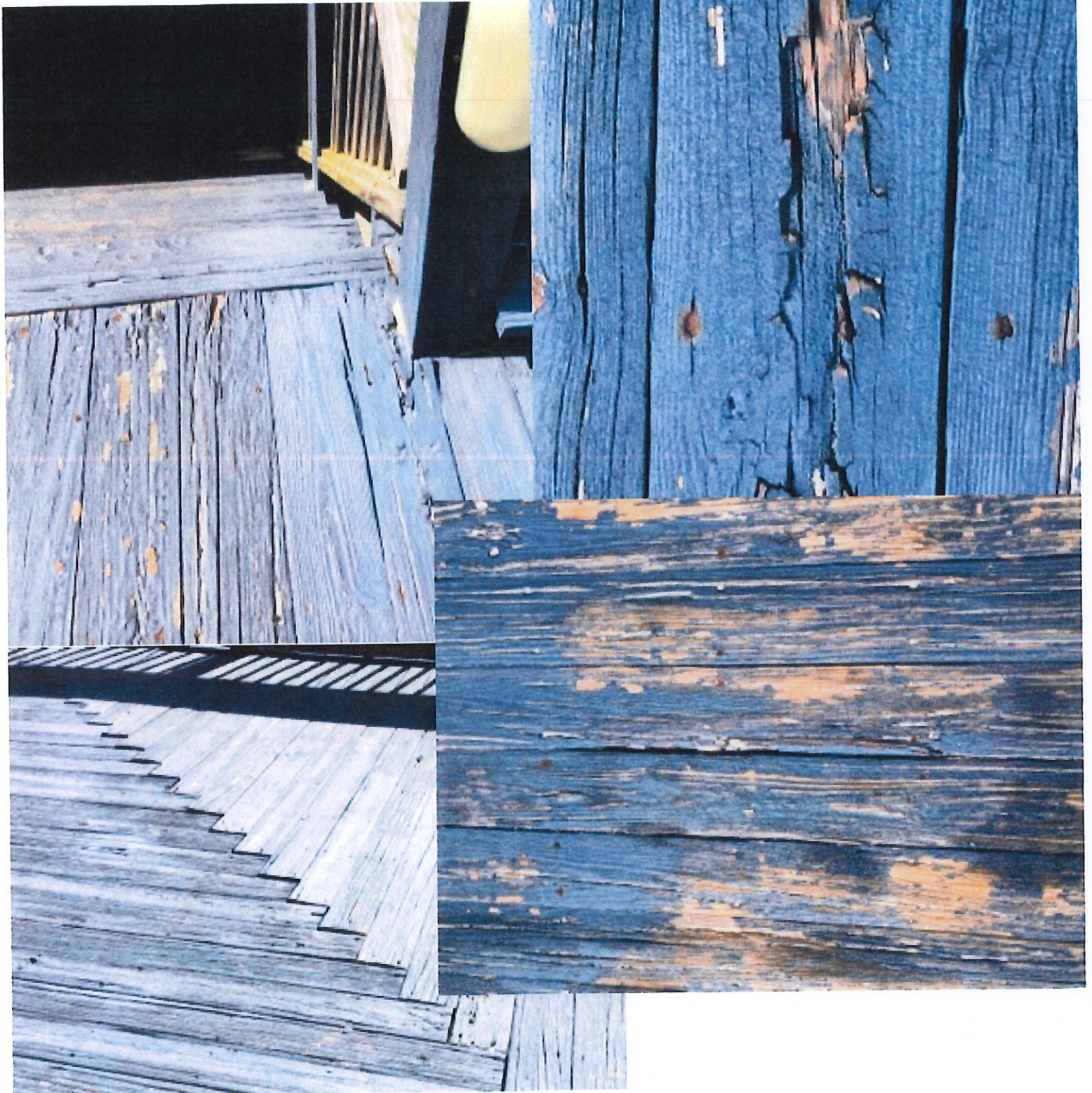
Decking at OP Beach Club

Uneven, peeling, rotting
boards with popped nail
heads

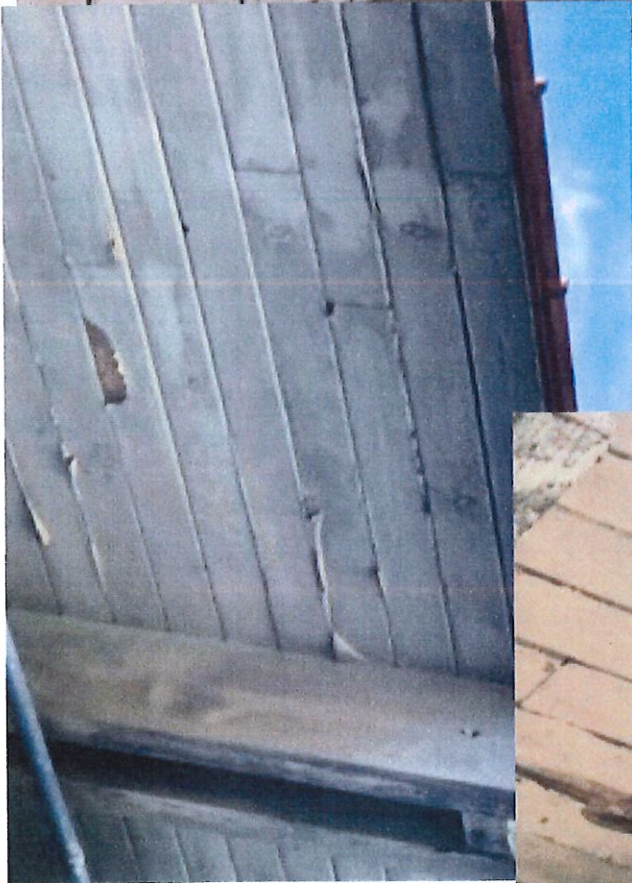


OP BC Deck

Peeling, rotting, uneven deck boards with popped nail heads.



OP BC Deck/Siding/Roof maintenance issues



OP BC maintenance items



**Casual seating idea for area
next to YC pool fence on water
side of Tiki Bar**

