

**DRAFT****GOLF ADVISORY COMMITTEE****JUNE 1, 2010 MEETING NOTES**

The open Golf Advisory Committee meeting was attended by eight of the nine members: Tim Halligan, Bill Hickey, Bob Kessler, Joe Lynch, Mary McCarthy, Susan Petito, Jim Phipps, and Frank Ruffo. Also in attendance were Board of Directors members Bill Rakow, Les Purcell and Dave Stevens.

Tim Halligan opened the meeting at 5:30 PM in the Board Room of the Administration Building. The minutes of the May 19 meeting were approved.

The agenda included reports and discussions pertaining to:

- Update on golf management company questionnaires.
- Why is membership down?
- Where are we as a Golf Advisory Committee after 8 weeks and in what direction are we leaning, i.e., outside management vs. in-house.

Although Jim Rebel could not attend this evening's meeting, he submitted a report regarding his telephone interview with a client contact that Kemper gave him. The client is Colonial Heritage and the contact person is Bob Krieff, President, Lennar Homes, Virginia Division. Kemper has been their management company for about eight months and replaced Western Golf. Kemper was chosen after several other companies were interviewed including Casper, Troon and Kemper. They are already seeing results. The past three months have been profitable and bookings for the rest of the year are up. The full report was provided to all Committee members.

Tim Halligan contacted Cobbs Creek Golf Club which is managed by Casper. The course is mainly a public course. They have seen a few improvements in nine months: more marketing, staff is very friendly, and the assistant pro is very enthusiastic.

Jim Phipps spoke to a contact from St. Johns in Florida (St. Augustine or Jacksonville), a Casper-managed golf course. They had 50,000 rounds last year, the course is in great shape, membership has gone up, the food is great (open two nights a week), several positions were eliminated (down to one pro and one assistant pro), and the course superintendent is strictly the groundskeeper.

The next agenda item: Why is membership down?

Bob Kessler said that it is down from last year through May 21 by about 45%. He is expecting more information by mid-June and will have a better handle on it by then. 55% of total revenue was paid by the membership.

Tim asked: why didn't old members "re-up"? Several committee members suggested that:

- Illnesses prevented some members from rejoining

- Moving outside of the area
- Can't play as often due to physical limitations
- Some golfers feel they can get a better rate by joining an outside group (e.g., EWGA)

We plan on calling former members to ask why they did not renew their membership after we get the May numbers because some people were still away through mid-May.

Which way are we leaning regarding outside management vs. in-house?

We need more information before we recommend which way to go. Many questions are still arising:

- The RDC study conducted three years ago recommended that we need to do a better job at marketing. Why did it take three years to put in place?
- We know what needs to be done: marketing, management, training, etc. Why can't this be accomplished in-house?
- Should we give staff time to turn things around?
- Are they willing? Are they capable?

If the consensus is to go with a management company, we need to develop an RFP requesting bids on information tailored to our needs/desires (to be determined), for example, price, term, expected results, how to measure results, etc.

Tim or Bill Rakow will ask Tom Olsen to attend our next meeting and bring with him the Director of Golf, the Golf Pro and the Marketing Director (tentatively scheduled for Thursday, June 17). The Committee would like to discuss budget results, marketing plans and results, training, etc. Also we would like to ask Harlyn to bring with him a pricing list for outside play, especially for groups such as EWGA, Tin Cuppers, Elks, etc.

Tim Halligan brought up an idea to help marshall the field of golfers. We could have "non-member volunteer rangers" who would already have experience being rangers elsewhere and could be "compensated" with a free round of golf.

The meeting was adjourned at 7:00 PM. Our next meeting is tentatively scheduled for Thursday, June 17, 2010 (actual date, time and place to be determined).