

GOLF ADVISORY COMMITTEE

MINUTES OF MEETING

JAN. 17, 2017

Attendees: Bob Kessler, Chairman, Olga Novy, Ernie Stiles, Ginger McGovern, Frank Biancaniello, Jim Beisler, Tom Herrick-Board Liaison. Absent: Davies, Janosek, Lynch

C-11: Board resolution C-11 is the authorizing document for the GAC.

Liaison: Tom Herrick, President of the OPA BOD is the Committee Liaison to the BOD.

Monthly Meetings: Committee Meetings will be held on the 4th Tuesday of the month at 3:00 PM.

Golf Operations Financial Data: Tom will forward The Landscapes Unlimited Business Plan for 2017-2018 to Bob when received by the Board (Done). Monthly performance reports will be available at monthly meetings.

Golf Memberships: This subject generated considerable discussion. In recent years, the club has lost more members than it has gained. Frank noted that property owners pay more to play here than at other local courses. He suggested that lower prices would foster local memberships. Ernie said we need to find ways to increase memberships. Jim will send a proposal for golf membership to the committee. (Done)

Golf Rounds: Ocean Pines Association Members and their Guests played over 7000 rounds at OPG&CC this year. (This total does not include those rounds played by OPG&CC members.) The challenge is to find ways to increase this number, and convert those players to members.

Concerns and Issues to be Addressed by the GAC: Pricing: Frank will canvass local courses for competitive pricing data. Tom noted the difference between rack and local rates must be identified. Bob will check LU's pricing, and come up with suggestions for pricing.

Course Conditions: In prior years, members would volunteer to help clean up the course and repair divots and green marks. Is this practice something we should try to reinstate? Aeration dates are prime times for such activities.

Publicity: Use e-mails and social media to publicize the good things that happen: Junior Golf, charitable efforts; meet with the PR Director so she is familiar with activities.

Clubhouse Renovation: Can we have input into the plan?

Customer Relations/Customer Service: Pro Shop personnel are not effectively trained. Cart Maintenance needs to be improved: Cleanliness and sand bottle service. Query LU Re: incentive programs for staff.

Next Meeting: Tue. Mar. 28, 2017 at 3:00 PM

Respectfully submitted,

Jim Beisler

