

The Club at Sonterra
Food & Beverage Committee Minutes
October 3, 2007

Committee Members: Guy Fanelli, George Rojas, Sue Coburn, Marian Dyer,
Rosalie Hallenberger, Cathy Lay, Susan Powell (Absent)
Susan Crouch, Barbara Bruner (Chair)

Guy Fanelli Report

CLUB HOUSE

- The weekend “Seafood Special” continues to sell well. Guy plans to have one seafood appetizer and one seafood entrée the first three weekends of the month and two seafood entrée the end of the month. This decision was made due to greater business at the end of the month with members dining to meet their food minimums.
- The “Early Bird” dinners are attracting more business after a slow start. With word getting out and more promotion. Guy expects the number of “Early Bird” diners will increase. The Club has committed to the “Early Bird” dinners through the end of the year.
- Guy is updating the Cocktail Lounge Appetizer menu. Binders are being considered for the menus. The menus will be placed on the cocktail tables in the lounge. Complementary appetizers will continue to be available to the members in the Lounge on Friday evenings.
- Guy stated revenue from the main dining rooms is rising. The Mixed Grill revenues continue to be very good.
- Guy stated the personnel in the kitchens are now meeting his expectations. His organization process in the kitchens is continuing.

George Rojas Report

CLUB HOUSE

- The Room Dividers are being repaired by Kevin Steger. The interior material will be sturdy and hold up with continual use. The interior material will allow the dividers to be easily repaired and repainted.
- The liquor price increase has been implemented. The House prices were increased fifty cents. Call brands were increased by market value to no more than seventy-five cents.
- A wine dinner is in the discussion phase with Silkwood and Wyne Tylor wineries. Guy and George are contemplating a late January 2008 date for the dinner.

Committee Comments/Items:

- Committee member, Cathy Lay, suggested George call the representative from Riedel Wine Glasses, known by Cathy’s husband. The representative indicated he would like to promote Riedel at a Sonterra wine dinner. George said he would make the call. The committee

believes it would be an excellent pairing with the two wineries for the dinner.

SPORT GRILL

- The installation of a “Deli Case” for the Grill is in progress but will likely be after the first of the year. Extensive re-organization of the Grill will be required to accommodate the deli case.
- The margarita machine is operating well. Maintenance and repair of the machine has been given to an outside company.

MIXED GRILL

- “Food on the Run” revenues remain low. A need of more signage and promotion through out the Club and in the newsletter would be a helpful promotion.
- The “Were you greeted within fifteen seconds?” initiated last month on the food tickets is working well. Seated members are being greeted and served promptly. Members are noting the “fifteen seconds welcome” subject on the bottom of their food tickets along with the service critique.

Committee Comments/Items:

- The question was raised as to whether a new Mixed Grill manager will be hired. George stated he will not be hiring another manager as he is in the Mixed Grill a majority of the day and sees no need for the position being filled at this time. One wait staff (Debbie) has been put in charge of opening the Grill and another (Brian) in charge of closing the Grill on a daily basis.

MISCELLANEOUS

- It will be mandatory for all wait staff servers to attend a Texas Alcohol Beverage Certification Service Workshop on Monday, October 22nd.

The Committee as a whole complimented Guy and George on following through with the various items suggested the past nine months by the committee and Club members. The committee extended their appreciation regarding the tremendous improvement in wait staff service in the Club House, the Sport Grill and the Mixed Grill. The “Seafood Specials” and the new menu items in the Mixed Grill continue to grow in their popularity with the members.