

Please note: These minutes were transcribed from a tape recorder

**THE CLUB AT SONTERRA
BOARD OF GOVERNORS
MINUTES**

Date: Tuesday, June 10, 2008

Grant Morris, Chairman

Susan Crouch, STA

Marian Dyer, SWGA

Mickey Gayler, Chairman Emeritus

Milt King, Vice-Chairperson

Rosalie Hallenberger, Historian

Cathy Lay, SWA

Richard Tisdale, MGA & Ambassador Council

MEMBERS AT-LARGE

Arthur Abelman

Julius Germano

Jordan Hanna

Gary Nedwed

Becky Spears

Absent: Cathy Lay

Club Representatives: Ross Thornbrugh, Jeff Hunter, Barry Carter, Michelle Dodier.

Vice Chair Milt King called the meeting to order. Stacey Semtner provided the Board with an update on membership issues. Ross has asked Stacey to provide not only the numbers on membership but a list of the new members and their sponsors to the Board. Per Stacey, everything is getting back on track and regrouping in membership. When she joined The Club At Sonterra on the 20th of May, she has been able to enroll about 27 full golf memberships. Stacey provided a copy of the new member profile sheet, which is a valuable tool. Whenever someone enrolls here at the club, we present this sheet to all department heads as well as the different heads in several other Committees. Stacey would like everyone to start reading these sheets so they will know who is coming in. We are hovering right at 1100 right now; in order to get over the hump we are going to need a tremendous amount of referrals into the Membership office. Now is a great time to join the club, with the South Course renovation it is going to be a great country club to be a member at. Obviously, membership is one of the most important areas of our business and that's one way we increase our budget in all areas of the club. Solid membership equates to solid facilities. This Board can be very powerful with the help of the Ambassador Council in saving people. We welcome the personal touch to members, when you as a Board representative call them.

Mr. Thornbrugh suggests bringing out the referrals to a dining experience or a round of golf. Mr. Thornbrugh has a program in place on the Ambassadors Council to cover this type of entertainment and will extend this to the Board members when needed. If any Board members want to use this program please get with Membership office. We are happy to help you get some prospective new members, out for entertainment.

Mr. King turned over the meeting to Mr. Thornbrugh so that he could update the Board on several areas.

Committee Issues: Mr. Thornbrugh wanted review how the committees are functioning and what is causing the frustration within the committees. The Committees are frustrated because issues are discussed for multiple meetings, sometimes months, but progress is extremely slow on resolving issues. Several committees have voiced concern over not being able to effectively create positive change for a variety of reasons. Mr. Thornbrugh stated that he will work more closely with the committees to insure that things will get better. He addressed several areas that the Golf & Greens committee was concerned about as well as the House committee. Marian suggested that a list of priorities be developed. Mr. Thornbrugh feels that it is important for the committees to be representative of the entire membership.

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South Course Update: We have been fortunate with the construction and we haven't had any rain delays. We are pushing to get done and open by October 4th. Mr. Thornbrugh wants to get a plan for a guest day with a tour of the South Course. He would like to get together and brain storm about a guest day with the South Course Committee. We have to figure out ways to get us to the finish line in October. We have June, July, August to get people out there so that they can see what is growing. We have to do a great job of marketing ourselves for the next three months. Mr. Thornbrugh wants to decide who will play the golf course first. Would it be the person that is a long time member at Sonterra or are we going to have a formal opening. The 50th Anniversary is next spring for that particular golf course. There are some members who would like to see the name Canyon Creek recognized in some fashion. Current thoughts are to put up a plaque at the first tee giving this recognition. Do we want to memorialize Canyon Creek Country Club on a plaque? Do we want to memorialize Press Maxwell? Do we want to call it Maxwell Hill? These questions are up in the air, and these are the kind of things that he would like to have the South Golf Course Committee contemplate. All of these things are important enough to get out to our members so that we can turn the enthusiasm of the Golf Course into something positive. One more thing about the South Golf Course, this is something Barry and Jeanette did, there is a legend of everything that has taken place. This started before the construction. We have three of these legends; one will be in the main club, one in the golf shop and one in the conference room. This is just another way to get to people talking about Sonterra.

Club Financials: Mr. Thornbrugh would like to discuss the financials for Sonterra. There are some things at the bottom of the page that you probably didn't know about that has to do with F&B equipment and fitness equipment. Board members should know what we are spending and what our budget is and where our revenue is coming from and where our expenses are going. He would like everyone to go over the financials and if they have any questions to please call him. The financials show the full year of actual dollars spent from 2004 – 2007 and how we projected the budget to be. He thinks it's important to understand that if you increase revenues our golf course maintenance budget increases as well. Membership is number one because everything we get extra comes from membership dues. Mr. Thornbrugh would like everyone to put enthusiasm back into membership. Mr. Thornbrugh would like to thank everyone for their time and support at Sonterra.

With no further business to discuss, the meeting was adjourned.

Milt King
Vice Chair, Board of Governors

Minutes Approved By Email Ratification on 08-01-2008

Minutes Compiled by: Brenda Cantu, Administrative Assistant