

MINUTES – BOARD OF GOVERNORS
August, 2009

Present: Mark Neneman, General Manager; Guy Fanelli, Director of Operations; Shen Te Smith, Director of Member Services; Cindy Jones, Director of Membership, Jeff Hunter, Director of Golf, Barry Carter, Director of Golf Maintenance, Michelle Dodier, Director of Tennis, Rosie Hallenberger, Susan Crouch, Roger Martin, Margaret Millsap, Becky Spears, Peter Wojcik, Sue Colburn, Julius Germano

The meeting was called to order by Chair Becky Spears at 6:02 pm. Susan Crouch motioned to accept July minutes and Julius Germano seconded that motion. Cindy Jones went over the membership report for August. Currently there are 974 golf members, 386 tennis members and 576 social members. Cindy also addressed the information on the high rise building being built on 1604. The groundbreaking will be in January and they are planning on having full occupancy by Easter of 2011.

Becky Spears asked on the status of the Medical Center Initiative. Cindy mentioned she would like to get the BOG input on who they should target and the best way to be able to do so. Becky mentioned that we would like to target both the Baptist and Medical hospitals and mentioned we need to find the best way to reach these employees versus doing a cold call sell. Becky would like to see a Welcome Reception from about 5 – 9 pm in the ballroom. She would like to see as simply a Welcoming them to Sonterra reception. Sue Colburn mentioned one thing we needed to resolve is who and to target the potential guests. She believes we need to utilize our current members that are staff of these hospitals. Becky suggested having it sometime in the middle of October. She sees this as a potential for 25-30 new memberships.

Mark asked Cindy to speak on the demographic information recently discovered about the Club. Cindy reported that we are only missing about 100 member birthdays but based on the information found the average age demographic for the Club is 56. Of the total golf members 76 families are under the age of 40. Out of the total membership 240 members are under 40. 70 families are with dependent children. Susan Crouch asked are we having events and activities to keep these members involved. Mark mentioned we are currently working on this as well as rewarding long term members. Mark also mentioned we are look to have a Junior category. Mark and Ken Story already met with Becky Spears and Julius Germano to discuss some of these ideas. Sue Crouch inquired if the dependent families with post college ages are still on memberships. Mark explained the only thing that has been determined is the age is under 40. Roger suggested for reward long term members or for older members to freeze their dues. Mark mentioned this is something we are currently looking at as well.

Mark reported that the Club is currently working on Rules and Regulations and ways to uphold them and it has been hard on many of the members. He mentioned the pool regulations this summer as well as the new rules Golf will be enforcing. Some of these will be tenuous but Mark believes it will be better in the long run and will be easier to enforce with the help of the BOG.

Jeff spoke on some of the new Golf rules and the challenges. All keys will come to the Golf Shop in the mornings. Everyone should check in with their guests. The cabana is going to go back by the greens so people won't be able to just get by. He also mentioned that currently about 15% of the Golf tickets are not being signed by the members. Mark mentioned that we are in the process of purchasing a new 11ft. clock. The MGA agreed to go in for half of it. Becky then turned the meeting over to Peter for the Ambassador Council update

Peter mentioned Cocktails with the Council on August 21st and the month's theme of Denim and Diamonds. He reported there are currently 14 couples and 3 singles represented on the Ambassador Council. Peter also reminded everyone of the "Be My Guest" Saturday, August 29th

Rosalie reported on Clubs within a Club and mentioned she has not been as connected. The Shopping Club will be planning another trip. She mentioned that the SWA was confused on what uses Resident members had to the Club and if they were allowed to be involved in Clubs within a Club. Cindy Jones confirmed they are allowed to participate in the Clubs.

Sue Crouch reported on the Friday night Tennis Mixer and that it had a great turn out. She mentioned there are two upcoming Ladies Play Days for non members. This will be a great way to show off the Club. She also mentioned the Labor Day mixer as well as leagues will begin August 31st.

Margaret reported on Women's Golf Association and that there are currently 3 teams that are active every month. They still have Wednesday play days and they have been great considering the heat.

Barry reported on the Golf & Greens. He mentioned that SAWS has had to fix 300% more leaks this summer. His biggest issue is preserving the trees and believes they are going to continue to decline. He believes there are some on the South Course that aren't going to make it. Barry explained some of the issues his team is encountering but mentioned they are doing everything in the power to keep the course as nice as possible.

Becky followed up on a couple Service Issues and mentioned she has already addressed many of them with Mark. Sue Crouch mentioned that she has seen an improvement in the service at the Sports Grill. Guy mentioned that we are currently being proactive and looking for the best times for restocking as well as creating a shopping list. Guy also mentioned his main concern this summer has been the increase in the bees in the pool area.

Becky addressed the Scholarship Program & Funds and asked how much money is currently in the fund. Mark believes the balance is a little over \$10,000. Barry mentioned he has an employee that he would like to see receive some of the funding.

Julius also suggested using some of the funds to have the Golf Pros get their PGA certification. Becky will work on getting this initiative going.

Mark reported on the LaTrobe trip that Becky and he made. It was a good opportunity for Becky to meet with other Board Members. He mentioned that it was a basic consensus that all of the Clubs are having similar membership issues. Mark also reported on the Cap Fund Initiative and mentioned that he along with Becky and Julius met with Ken Story to discuss possible ideas to use these funds. Ken suggested having a cap fund related to projects versus a specific dollar amount. Mark would like to have some things organized to present within the next couple of months. Becky also mentioned that she was very impressed with the Member Connect Program and believes this will take care of a lot of the Club's service issues.

Guy reported on the new Dinner and 19th Hole menus. He will be looking to add signature items to the Grill menu as well as breakfast specials for Saturday and Sunday.

Becky asked if there were any other issues or topics that needed to be addressed. Meeting was adjourned at 7:56 pm.