

*THE CLUB AT SONTERRA
BOARD OF GOVERNORS
MINUTES*

Date: Tuesday, January 13, 2009

Milt King, Chair

Becky Spears, Vice-Chair
Susan Crouch, STA
Grant Morris, Past Chair
Rosalie Hallenberger, Historian
Cathy Lay, SWA
Richard Tisdale, MGA
Margaret Millsap, SWGA
Peter Wojcik, Pres-Ambassador Council

MEMBERS AT-LARGE

Arthur Abelman
Julius Germano
Jordan Hanna
Susan Colburn
Stacey Semtner
Roger Martin

Absent: Cathy Lay

Club Representatives: Mark Neneman, Guy Fanelli, Gene Miller

Introduction of New Board Members

Chair Milt King called the meeting to order. He then asked the new Board members to introduce themselves.

Board Chair Remarks

Milt then discussed some objectives of the Board of Governors for 2009. One of our focuses will be looking at things in a new perspective. The Board needs not to be focused on the minor maintenance items that are observed. If there is a problem you think needs to be addressed please email Mark Neneman or Guy Fanelli prior to the Board meeting and explain the situation. Milt stated that we will be proposing to eliminate the House Committee since Club management will be responsible for these day to day operations.

We will not be staffing the Cap Fund Committee at this time since 2009 cap dollars are allocated. If there are any issues we will be forming a committee at that time.

Milt mentioned that we will also be minimizing the Committee Reports at the Board meeting. All reports will be sent to the Board Members in advance. If questions, contact the chair person of that particular committee. If further discussion is deemed necessary, the matter will be on a future agenda.

Milt would like to improve our communication with the Members. That being said, Stacey Semtner will be creating a summary of all Board Meeting and get that emailed to the Members within the week. Brenda Cantu will still be creating the minutes for the Board and have that posted on the website.

Status Reports ~ Membership and Clubs within a Club

Mark Neneman went through the New Members list with the Board. He would like the Ambassador Committee to be in contact with the new members and get them connected to the club. He asked the board to call the new members as well. He would like to give each member an equal amount of new member names. Our current numbers are 1063 golf, 431 tennis, and 566 social.

Mark stated that we will have to change how we do business at the Club. The three main focuses are support enrollment, promote good dialog, and improve communication.

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Mark has instituted the “24 hour response to all members”. Meaning, if any of the staff receive a call from a member, the staff member needs to respond within 24 hours. This will improve communication with the members and will also make them feel like they are being taken care of.

Rosalie Hallenberger reviewed the Clubs within a Club events. She mentioned that all clubs are doing well except for the Photography Club. She will be working with Alberto to help this club have more success. Future clubs that are in the works are Shopping Club, Adventure Club, and The Women in Business Networking Club. The Singles Club has changed its name to The Social Club. Peter Wojcik stated that the Clubs within a Club is a great recruiting tool to get new members at Sonterra.

Susan Crouch discussed upcoming Tennis Events for the Club. Becky Spears asked how the Member Incentive trial program was coming along. The program has not been very successful so far.

New Business

Arthur Abelman made a motion to eliminate the House Committee (consisting of Food & Beverage and Maintenance). As issues need to be addressed, a task force will be formed within the board and outside members. The motion was passed unanimously. The By Laws will be revised and the House Committee will be eliminated.

General Manager’s Perspective on a Board of Governors

Mark explained that he had a meeting with Milt and Grant to discuss the role of the Board. He realized that the majority of our members do not know what the role of the Board of Governors is. Mark suggested that the Board make a list of goals for 2009.

He mentioned that we are in the process of converting from Hermes to the website email program. This system allows us to communicate more than the Hermes system. All existing email addresses will be transferred into the new system. A link will then be added to every email blast that will help us get all the member emails onto the new website email system.

We are also retooling the menus for the club. We will be sending out a survey to all the members. This will help us increase our knowledge of the members desires.

Mark went over the Golf & Greens Manual for the North Course. Barry did a great job in constructing the manual. This manual will be on the Sonterra website for members to read. The manual has been approved by the Golf & Greens Committee. Mark has arranged for the USGA Agronomist visit on January 22nd. This will be an independent evaluation of the golf courses and will generate a final report evaluating the courses. Mark stated that the golf carts will be replaced in June. In the interim 25 replacement carts have arrived and batteries will be replaced on others until the new carts arrive.

Sonterra will be the host to Taste of the Northside (a sanctioned Fiesta event). This will be an opportunity to showcase the Club and drive for membership.

Mark said that he and his department heads are coming up with ideas to reinforce member appreciation – stay tuned to see these roll out.

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The official opening of the South Course is likely to be deferred to June at which time the course is expected to have grown in.

Gene Miller mentioned that there will be an effort to reoffer the Partner Privilege Program to membership and that several additional clubs are to be added to the program.

Board of Governors group picture will be scheduled for next month.

Milt King
Chair, Board of Governors

Minutes Approved By Email Ratification on 1-27-2009

Minutes Compiled by: Brenda Cantu, Administrative Assistant