

MINUTES – BOARD OF GOVERNORS  
April 2010

Present: Rosie Hallenberger, Roger Martin, Becky Spears, Julius Germano, Ron Bailey, Milt King, Karen Murphy, Margaret Millsap, Blake Kopplin, Mickey Gayler, Mona Koonce, Peter Wojcik, Sue Colburn, Ken Story, Partner, Century Golf, Sergio Salazar, General Manager, Guy Fanelli, Director of Operations; Cindy Jones, Director of Membership; Shen Te Smith, Director of Member Services; Jeff Hunter, Director of Golf, Michelle Dodier, Director of Tennis

The meeting was called to order by Chair Julius Germano at 6:07 pm. Becky motioned to approve last month's minutes, Mona seconded the motion. Julius welcomed Ken Story to the meeting and turned it over to Sergio.

Sergio announced that we will start alternating the new member orientations with a member appreciation dinner every other month. Sergio would also like to do a 21 day program for new members that would entail free golf and tennis lessons, F&B certificates to get them involved with the Club within the first 30-60 days. Sergio also reported last month we did well in GOP compared to prior year. We are flattening out and one reason is because catering and tournaments have done so well. We really need to do well with membership as well.

Julius turned the meeting over to Cindy Jones for the Membership report.

Membership Report – Cindy Jones:

Cindy thanked everyone for their help, March was a good month. Cindy reviewed the membership numbers to date & reviewed the new member profiles for the month. Becky asked if we've had 623 new members since June 09 where are these new members going and is there something we can do to keep them at the Club. Cindy mentioned a lot of the reason is financial. Ken mention we really have to look at the market and San Antonio is a 12-15% attrition market. It is a slow grind to fight to get back to the numbers we were at in prior years. Becky also asked about the deal with the developer that was going to purchase 40 memberships. Cindy reported the deal will go through at some point, it is just a matter of time.

Golf & Greens & Golf Report – Barry Carter

Barry reported that all but about 20 pertinent sprinkler heads on the North had yardage plates installed. Remaining ones are those that are being changed out to a different model. He also reported that the replacement pump for the water feature at #17 North had been ordered and would be installed shortly. Barry and Jeff intend to mark red, blue, and yellow yardage dots in fairways on both the North and South, to speed up play and make distance recognition better. The weed program has been applied to both courses and results are good. The weed program is temperature driven and with the warmer weather lately, the products applied are working as desired. Julius indicated that the North course was in very good shape and asked Barry what his prognosis is for the South course this summer. Barry said that the bermudagrass on the South is healthy with good coverage in fairways, tees, and greens surrounds areas, and that he was very positive about our conditions this summer.

Ron collected wildlife data for Barry to use in his Audubon program. Barry reported that we are actually already in the Audubon program and that we are seeking to be an Audubon Cooperative Sanctuary. Marian Dyer is going to help Barry with member relations in collecting data and related works needed for the Sanctuary approval. Barry said that the green's aerification on the North course would start this Tuesday, April 12, on the front nine, going to the back nine on Wednesday. Barry said he would email the complete aerification schedule for both courses to the Board. Aerification of the North fairways would be with our core pulling and processing unit, while the South will be done with a blade aerifier. The shallowness of the rock formation on the South would be too detrimental to our core pulling unit. These aerifications are listed in the schedule.

#### Operations Report – Guy Fanelli:

The Club did great for Easter brunch. We had little over 900 members. This year was the smoothest of the 10 years he's been here. Taste of the Northside is a week from tomorrow and we will be providing each member of the Board 2 tickets to the event. Monday we will be open for golf and will be providing burgers and beers to the members. We recently purchased electronic reader boards that should be up tomorrow and a new text message marketing system. This system is optional and secure. Guy also reported on current projects such as the pool handicap rail, which should be installed this week. The roof of the restroom on the North course will be re-roofed. Power washing will continue and the area by Tennis will be completed by the start of their annual Member Guest Tournament. Renovations to replace and refurbish the wood in the bar area will also take place. The 2009 Walk of Champion plaques are ready and the 2008 are being changed. We also have plans to replace the two benches in the entry way to the clubhouse with new ones.

#### Golf Report – Jeff Hunter

Jeff reported we are on track with a great start to the month. The new cart rules will be included in the newsletter as well as an increase in publicity of SWGA events. There is a new program on Wednesdays, Gamboa Humpdays. The golf department has a lot going on the end of the month, continuing into May. Ron asked about play on the North & South course. Jeff reported it has evened out and we are doing about 280 rounds a weekend.

#### Tennis Report – Michelle Dodier:

Michelle report tennis is very busy for April and May. They had a great Red McCombs tournament and there are events every weekend in April as well as the big Member Guest Tournament at the end of the month. The tournament will have a total of 128 people, 64 members and 64 guests.

#### Ambassador Report – Mona Koonce:

Mona mentioned Cindy and Sergio are doing a great job in getting everyone excited to bring in new members. She believes the staff is doing a great job and the ambassadors are doing their best to bring in new members.

#### SWA Report – Karen Murphy:

Karen reported the next SWA meeting will be Friday, April 23 and Gary Tupita will be the speaker.

Tennis Report – Milt King:

Milt King complimented David Reynolds on his hard work at the Sports Grill and accommodating the members and guests in the tennis and fitness areas.

MGA:

No report

SWGA – Margaret Milsap in place of Rachel Wadsworth:

Margaret reported there were 55 people for the Guest Day. Classic Affair will be the first part of May and they will have a Rally for the Cure to benefit the Susan G. Komen foundation on May 22.

House Committee – Blake Kopplin

Blake reported along with himself, Roger and Sue make up the current House Committee. They are currently monitoring the Club and getting feedback from members on repairs that should be done throughout the Club. They then plan to address the issues with Sergio.

Entertainment Committee Report – Peter Wojick:

Peter referenced the report in the packet from the last meeting. Jazz Night was a success but he was hoping for better attendance. Peter reported the Entertainment Committee is looking to plan two more events in the near future, Prom Night & Salsa Night.

Clubs within a Club – Rosalie Hallenberger:

Rosalie reported the Book Club has grown in the last year as well as the Bunco Club. Dance Club currently has 60 members and continues to grow.

Old Business –

Cap Fund:

Julius reported to Ken that he feels the project should move ahead and it will help to give the members something to focus on. Ken mentioned if he could recall from the last conversation that a list would be created and prioritized and it looks like the fitness center is the priority and focus for the cap fund project. Ken reiterated that the project will come down to meeting a membership trigger. Because it is a fitness project Ken believes we should include all categories in the trigger total. He will figure out how the numbers work out so all categories benefit and we will start the clock March 1. We will determine a monthly dues line that needs to be met to still have a ROI. We now need to put the pressure on the existing members to grow our membership. Ken will be fiscally responsible for this and come back with a plan and trigger number that is achievable along with recommendations. Julius asked if the Board is comfortable with starting the date as of March 1 and everyone approved.

Employee Assistance Program:

Julius would like to nominate a chairperson for the Employee Assistance plan. Roger mentioned he would like to nominate Becky and asked if Milt could work with her. Julius named Becky and Milt as co-chairs.

### New Business-

Blake reported that he has received several complaints about the removal of the TV in the bar area. He believes the TV helped business in the bar area. When he addressed the issue in the previous meeting it was only for the possibility to upgrade the TV, not to remove it. He believes we should consider revisiting the issue. Julius mentioned the Board will look at it a little longer, revisit the issue and make a decision later.

Mickey motion to adjourn, Milt seconded the motion. Julius thanked everyone for coming and the meeting was adjourned at 8:28 pm.