

MINUTES – BOARD OF GOVERNORS  
August 2010

Present: Roger Martin, Becky Spears, Julius Germano, Milt King, Karen Murphy, Mona Koonce, Sue Colburn, Margaret Millsap, Rachel Wadsworth, Rosalie Hallenberger, Peter Wojcik, Mickey Gayler, Susan Crouch, Rachel Wadsworth, 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 6:09 pm. Julius motioned to approve last month's minutes, Margaret approved, Mona seconded the motion. Julius spoke about his trip to LaTrobe and mentioned the great time he had and some of the same challenges other Club's are dealing with in regards to membership. Julius then turned the meeting over to Sergio for the Management report.

Sergio passed around a copy of the Club's financials for the Board to reference. Sergio reviewed the club's GOP from 2006 to year to date. As a Club we are currently tracking \$50,000 behind prior year and are \$127,000 down in dues. Sergio mentioned he wants to develop a program that provides integrity and create loyalty but will also financially get us through 2010. Sergio also noted we are moving in the right direction. Currently Steve and Justin are handing membership and Deborah will be joining us August 16. She is currently the Membership Director at Willowfork and been full with a wait list for 4 years. She will do a great job and we will have a welcome reception and invite everyone to be there. Sergio is also looking to have a 25<sup>th</sup> Anniversary party for members that have been with the Club for 25 years. Sergio also reported the newsletter will be changing this month and instead of the Ambassador of the month we are changing that to a member spotlight. In the future we will have to limit the space to each group to make sure we have enough room to include everyone's information. Sergio also reported the Operations report in Guy's absence. The restrooms on the North course have been taken care of and we will update the South course restroom next week. The car wash is now open to all members and people can either pay cash or charge to their member account. Becky mentioned they were issues that were addressed at the last Board meeting that have not yet been addressed. Sergio would like the House Committee to present him with a checklist of the items that need to be addressed around the Club. Julius will talk to Blake and ask him to organize a meeting for a walk thru of the Club.

Membership & Ambassador Report – Mona Koonce:

A total of 56 new members joined in July. The number included: 17 golf, 17 tennis, and 22 social. We currently have 938 golf members.

Julius mentioned PGA National has a promotion with a 2 month preview membership. Roger mentioned one of the programs that really worked was giving a gift card to the new and existing member. Becky commented her concern is how to keep these new members and keep attrition down. She believes that it can be the small things that make it special for members. Sergio believes it comes down to value and we have tried to add these value items for the members. Becky feels as if the Board is being asked to help bring in new members but never asked how can she help to make a new or existing member's experience better.

Golf & Greens & Golf Report – Barry Carter, Jeff Hunter, Rhett Morrow and Rachel Wadsworth:

Barry will provide notes.

Rhett reported the MGA tournament this weekend had 102 people currently signed up. The MGA general meeting is this Saturday as well. Jeff reported Monday was the Mid-Am qualifier. The Jr. Club Championship is this upcoming weekend. Powerball has only had about 30-40 people participating. The Couples Shotgun event is this Sunday. Jeff reported he is looking to do more programs and events in golf the next couple of months. Sue Colburn mentioned something to think about is if the South greens will be ready for the Sr. Women's Qualifier event. She mentioned this can be addressed at a later time.

Tennis Report – Michelle Dodier:

Tennis will have a demo night for all of the vendors represented in the Tennis Shop. The Sneakers & Cleats event was a success and Sonterra came in 2<sup>nd</sup> overall and 1<sup>st</sup> in the Golf portion. Leagues end this week and next week starts the Club's Jr. Club Championship. The Club's Mixed Doubles Championship will be the end of the month followed by the Labor Day Mixer.

SWA Report – Karen Murphy:

The SWA luncheon will be on August 20<sup>th</sup>. The SA Young Women's Leadership Academy will be presenting. For the summer month's they have had about 50-6- people at the luncheons. SWA will also have a spa day in September.

Entertainment Committee Report - Peter Wojcik

Salsa Night was a success. Over 100 people were in attendance. Next event will be Prom Night, admission will be \$25 and the DJ will play music through the eras. A Sonterra Prom king and queen will be selected. Dancing Under the Stars will be October 22 on the Terrace Patio.

House Committee

Julius will contact Blake about setting up a walk thru meeting.

Clubs within a Club – Rosalie Hallenberger:

Rosalie mentioned that she spoke with Dorothy about starting a Friendship Club and will have more information in the near future.

Old Business –

Employee Assistance Program:

Becky mentioned that Golf Rules School will be in San Antonio in January if there are any employees that need to attend it. Karen asked if the education funds are used for an employee could we use those funds for repairs around the Club. Julius reported we can only use the designated funds for employee education.

### New Business-

Golf rates for Social members:

Julius followed up with Jeff about a special golf rate for Social members that would like to golf. He believes this encourage Social members to upgrade to Golf. Jeff did not have an update on the progress of setting a rate for those members.

Recycle Program:

Rachel reported she would like to see the Club start a program where we recycle the products that are being through away. She is aware of other businesses that have a set program and believes many people would be willing to bring their papers and cans up to the Club if a program is put in place. Julius asked Rachel do research and present the Board with options on starting a program.

Julius asked if there was any other business. Milt moved to adjourn the meeting. Julius thanked everyone for coming and the meeting was adjourned at 7:53 pm.