

## Minutes CCMAC Meeting – August 23, 2018

Attendees: Joe D'Agrosa, Ray Sommerstad, Lauren Sheprow, Lisa Perry, Dave Hershberg, Bob Colin, Ron Carlson, Daveen Herlet, Dana Eng, Jim White, Christine Ciantro, Stan Loucks

- Prior minutes approved
- Trustee Report - Stan Loucks:
  - Jake will be moving over full time, working out details, appointed Monday night, bringing programs. Revenue for golf and tennis will stay here.
  - New office is waiting for internet, phone and carpet – target: approximately November.
  - Fitness room is still under discussion, may need rubber mats for aerobic and yoga.
  - Looking to do more camps next year with beach, golf and tennis.
- Financial Report - Ray Sommerstad (see Financial Report written)
  - Golf budget last year was \$60K over due to expenses that come in after as well as some unexpected expenses and increases (ie., medical, social security, etc) May be closer this year.
  - Tennis was \$15K under budget.
  - Next month will have June, July and August. Most money comes in January- March.
  - Capital fund for golf is \$137,847. The new ice machine was \$7,970. Tennis capital fund is \$15,738.
  - Assessment wasn't covering bond last year, this year is ok.
- Golf Report – absent
- Tennis Report – Dana Eng
  - We will host a Tennis fundraiser to benefit ALS Ride in honor of late member, Chris Forrester on Sept 29<sup>th</sup>.
  - Tournaments are in progress. Finals will be held the weekend of Sept. 15<sup>th</sup> & 16<sup>th</sup>.
  - We need to look into the Tennis capital fund balance, \$15M seems low, so will look at the line items.
- Superintendent Greens Report – Ron Carlson
  - Aeration will be Sept 11-14, no golf play.
  - July & Aug heat was brutal, but we came through well. Taking care of lots of weeds. Need to do weeds in native areas, couldn't due to

weather and lack of staff. Had 9 people, were short 1. Did increase salary to existing staff.

- Minimum wage is going up. Budget includes this increase (\$20K). Full-time person is needed to take care of weeds. Village took over 16 years ago.
- Membership Committee - Christine Ciantro, Lauren Sheprow
  - New member referral program. Voted and approved restating the program.
  - Are there networking events for realtors?
  - There should not be trial memberships.
  - Bill calls the businesses himself. Joe and Dave will go with the trifolds.
  - 2 social media ads. Pay by the number of clicks. Facebook gives potential to reach non-residents = 240M people (5,600-12K). Residents 15K (1K-2K). Budgeted \$5K at 10 cents a click. 2 free cocktails from Waterview with a membership. Facebook reaches 35-70 yr olds. Use Snapchat and Instagram to reach Millennials.
  - Village Center – Leave applications and use TV screen.
  - Port Jeff Ferry – should leave info.
- Tuesday Tournament group - Daveen Herlet
- \$50 guest fees on Thursday, 2<sup>nd</sup> Thursday after 3p \$35K
  - 96 golfers for American Cancer event, raised \$7K. Winner was Renee Siverfield.
  - Flower power 277.62. New shrub is to be determined.
- Other
  - \$50 guest fees on Thursday, 2<sup>nd</sup> Thursday after 3pm \$35K
  - Twillight Tues – wine & dine
- New Business – Joe D’Agrosa
  - Considered correspondence from Nick Amato – Should renters (including apartment renters) be considered residents and given resident membership rates? Discussed the fact that renters can vote and attend the schools. Voted yes - renters are considered residents and will receive resident membership rates.
- Next Meeting – September 20, 2018