

PJCCMAC MEETING
MINUTES- Tuesday, June 16, 2020
Via Zoom Meeting

Present: Lauren Sheprow, Ron Carlson, Jill Wagner, Charmaine Famularo, Dana Eng, Don Mackenzie, Lisa Perry, Kris Adams, Stan Loucks, Margot Garant, Brian MacMillan, Joe Dargosa, Dave McGilvray, Barbara McGilvray,

I. Call to Order- L. Sheprow called meeting to order at 7:10 PM

II. Approval of Minutes

Approval of the minutes is delayed until the next meeting.

III. Update from the Crest Organization –M.Bonawandt

- A. The Turn opened following the re-opening guidelines and has adjusted their hours three times so far.
- B. Currently operating at a loss, of around \$1,300.00 per week
- C. Possible option: serving bagels and pastries in the morning so the cook to come later to cover lunch, later closing hours to meet members' need and beverage carts on Monday/Wednesday (possibly not before phase 4).
- D. M.Garant will continue to work with Crest Organization to find solutions. Third phase of reopening will allow for 50% capacity of indoor dining.
- E. Waterview with its catering service is not going to be able to re-open until phase 4.

IV. Update from PJCC Sales Consultant –J.Hildreth

- A. 55 calls in the last eight weeks.
- B. She did multiple tours for prospective members, many of them came from outside Long Island. Most leads (roughly 75%) were from Danielle. 25% leads came from the Facebook ads. 6 round pass holders can be passed on to her to follow up as well.
- C. Positive responds about the club, club house and the beaches and the beach pass
- D. Asked for improvement on the website to make it easier to find info. FAQ will be added as part of the membership committee recommendation.
- E. She will sit with Danielle to get accurate numbers on closing rate and what she did.

V. Village Trustee Liaison Report –S.Loucks

- A. Pickle ball will not take place this year.
- B. Golf membership is at 456. Tennis membership is at 186

VI. Club Management update- B. MacMillan

- A. Budget: Golf is on their way to meet the budget.
- B. Cart fees and guest fees helped offset the loss from outing revenue. Guest fees days (Thursday and Monday) took of well.
- C. Golf Pro shop sales was good, especially after we allowed walk-ins two weeks ago. So far the sales total has passed \$13k.
- D. Membership fees need to be looked at.
- E. Guest book is at the Pro shop to keep track on how many times they play and to follow up.
- F. Single tournament was cancelled. Hopefully the team event on July 13 will go as planned.
- G. Yardage plates for the fairway have been ordered.
- H. ForeUp issues: Everyone has to click on how many players when they book. If they don't it will automatically write 4 players (1 member with 3 guests). If they click 2 players, it will come up as 1

member and 1 guest. J.Dagrosa mentioned that when he tried to put in four names, he lost the tee time he wanted as someone else (with 1 member and 3 guests booking) took the tee times. Brian said there is a very keen competition for tee times currently.

- I. Guests: On Saturday, the rules stated that no guest is allowed before 1PM. The check in process will ensure that only members play before 1PM, as a lot of the bookings will show guests (one member + 3 guests). One member guest before 10am on Wednesday and Friday with other times have no limitation but in general are at the discretion of the Pro.
- J. 6 round pass issue: It was designed as an introduction to the club and to invite people to join the club. We have 85 pass holders. Currently someone with 6 round pass can play 12 (twelve) times plus 5 (five) times as a guest, which is not conducive to members getting their tee times.
- K. J.Dagrosa mentioned that in years past Harbor Hills club had a significant numbers of members, but had a bad reputation of members could not get tee times. A lot of members left. He's also of the opinion that not having a true Starter worked against us.
- L. Tennis: Benches were out. Last awning was fixed and back up. Irrigation is a constant struggle but Eric has been very helpful and cooperative. Hedging to be done soon. Needs tennis calendar event to be added to the website.
- M. Brian will discuss with the Pros to look into changing the tee time interval back to 9 minutes. The concern was that the cart turn around will be impacted. However, cart dividers (plan to purchase 35 dividers for the golf carts, has been approved) might help us mitigating this issue.

VII. Committee Updates

A. Tennis Association- D. Eng

1. Thanking Brian for the awnings and benches. Possibly need more hooks for tennis bags on each court.
2. Tennis courts have been busy.
3. Monday Mixed doubles night is quite popular. Thursday Ladies night is starting this week. Planning for Tennis Team night and Interclub.
4. Special junior players program is being planned.

B. Greens Committee –R.Carlson

1. The golf course is in very good condition, even with the dry spell. Green speed was great.
2. Green Committee is happy with the Pin and tee box placements.
3. Ron is going to attend online meeting next week as part of MGA webinar series regarding COVID-19 impact. He will give a quick report on any important takeaways.
4. Lauren asked the Board of Trustee, if possible, to recognize the garden group volunteers who have been working on golf course beautification. They have been working hard and have done really well planting a lot of shrubs on the golf course. M. Garant agreed to the request.

C. Membership Marketing – L.Sheprow

1. Member-member referral is on during April 15th to June 30th period based on the precedent in the last two years. D.Eng and J.Dagrosa mentioned that the April-June period was meant to be done as a trial/tester initially. Dana added that Tennis really get the benefit from member-member referral program.
2. Early Bird Promotion was designed as a separate promotion with no referral credit for member. D.Mackenzie is of the opinion that member-member referral should not be time limited.
3. L.Sheprow asked that we look into member-member referral, early bird promotion and also the referral credit amount in a more detailed manner. D.Eng, D.Mackenzie, B.McGilvray and C.Famularo volunteered to be the focus group to codify recommendation.
4. B.Macmillan will draft both the membership renewal and membership recruitment letter.

5. Cut off date for renewal will be reinstated.

- D. **WTG Update** –D.McGilvray: Weekend tournament group will have \$20 ‘pay as you go’ entry fee this season from next week. They will also try to do one tournament on a weekday.
- E. **HHTTG Update** – B.McGilvray:
- Flower Power on 6/16 to donate money to the garden group.
 - Tuesday group started 3 weeks ago. The group is happy that the Turn opened on Tuesdays from 6/9
- F. **Tournaments** (Village and PJ Amateur)
- J.Dagrosa and D.McGilvray went to some other golf courses (Bethpage, Willow Creek and Avalon Pine) with modified tournament flyers created by S.Orifici. People seemed to respond well.
 - Village outing: S.Loucks reported that no firm plan so far. We do need the Village Outing, but, an outing needs the social part of it to attract people.

VIII. New Business

- A. Cart Policy (July-August): Dividers will be utilized. Mandatory carts fee for July and August.
- B. Walking Trail Fee: \$5 trail fee will be implemented in 2021 to help with club revenue. Goal is to make the club self sustaining. Some Committee members questioned why the committee is not aware of it. S. Loucks will clarify the details on the proposal that was presented to the Board of Trustee in the past week and will send it out to committee members. B.MacMillan added that in terms of maintenance budget, our budget is much lower than other clubs with less acreage. PJCC has 160 acres and \$863k maintenance budget. Another club he visited has smaller area of 100 acres but with \$1.75 million budget for maintenance. He is of the opinion that a more across the board increase will be more beneficial in the long run.
- C. Concern: Golfers playing music loudly: No specific rules about it but the grievance procedure is that the Pro needs to address this complaint by speaking to the offender and if that fails to produce a result then the Grievance committee should handle it.
- D. Officer Election: It will be on the agenda for next month’s meeting.

IX. Public Comment

Questions from the Public attending the online meeting

- A. Can tennis credit be used for golf lesson/s. Brian answered was a yes. It can be used at the club in anyway.
- B. Do we have new members’ package. No for Golf and yes for Tennis
- C. How do we follow up new members (more like mentoring program) so they won’t get lost and not thriving as part of PJCC. The Pros can definitely help with this. Need a more detailed plan. Tennis has some kind of system in place which done individually this year. Tuesday tournament group already has a new member liaison (C.Duff).
- D. S. Loucks added a reminder for non resident members to pick up their parking permit before the Village enforced the parking regulations.

X. Date for Next Meeting is Tuesday, July 21, 2020 7PM (location TBD)

XI. Adjourn

Meeting was adjourned at 9.15PM