

PJCCMAC MEETING
MINUTES- Tuesday, August 18, 2020
Sail Loft Room –Village Center

Present: Margot Garant, Lisa Perry, Dana Eng, Don Mackenzie, Kris Adams, Brian MacMillan, Joe Dagrosa, Dave McGilvray, Barbara McGilvray, Jill Wagner

I. Call to Order- L.Perry called the meeting to order at 7:03 PM

II. Approval of Minutes

Minutes from July 23, 2020 meeting was unanimously approved.

III. Village Trustee Liaison Report –M.Garant

- Meeting with Lightspeed, a software company. Cloud based system for the club. Board of Trustee already approved.
- Their booking and back office system are meeting our club needs. Reports can track various things, like guests, 6pack passes etc
- Golf will switch to the new system on September 8. Next year's switch for Tennis
- M.Garant thanked the Tennis tournament group for inviting her and acknowledged the few new addition like the VIP set up, opening ceremony etc
- TV is up and all signage will be up in the club house
- The Club steak house is off to a relatively good start. She hoped for positive responses.

IV. Club Management Update –B.MacMillan

- Report that the person responsible for the course and carts damages is behind bars.
- He is planning to update the club security cameras and lights
- Tennis: cleaned up the path for the cart outside court 4; turned the lights around to face the court; brush cutting and weeds removal will be underway soon; Awnings will be back up soon –problem with the frame attachments; we need to be able to remove the frame and not just the cover
- Early Bird banner promotion is up in the village. Golf early bird members can start playing on 9/11
- He added Early Bird promo and new rates sheet on the website.
- D.Eng suggested sending out early bird promo to last year's members as well.
- J.Dagrosa suggested a golf membership committee to introduce new members to the club and various groups and play available after they joined the club. He agreed to lead it and will coordinate with the Desk. B.MacMillan also volunteered to be part of the committee.
- He thanked C.Famularo, D.Eng and B.McGilvray for their help with the members BBQ event.
- Reminder that when the food is involved, Waterview will be involved. This issue also related to members eating and drinking their own at the patio. Suggestion to put an appetizer menu on patio tables to encourage members to get them from the Turn
- Some outings are still on the schedule. We need a limit on how many people on the social part of it.
- Some catering issue to be resolved in regards to the Hope House outings (140people).

V. Committee Updates

A. Tennis Association –D.Eng

- Courts look great. E.Dubin did a good job with the mid season maintenance. He needs more clay to add to the court. We lost a lot of clay in the storm

- Need a new ball machine
- Socials going well, the last one was the Sunset Beach Party on 8/18
- Open time: less attendance. Called a meeting to brainstorm. Will implement some of the ideas
- Tournament: the Board wanted to make it feel bigger. Added ball persons last year and the VIP section this year

B. Greens Committee- B.MacMillan

- Verta cutting
- Aeration is 3 weeks away (day after Labor Day)
- Driving Range net to make it easier to collect loose balls
- R.Carlson added via text: Kudos to B.MacMillan and team for the work after the storm

C. Tee Sign –J.Dagrosa

- Collected \$11,900. We owed \$1,850 presently
- \$3,000 due in September
- Expenses total is \$19,288. Conservancy laid out the fund for the back 9
- Need to sell 12 signs
- Procedural process for J.Hildreth similar to the membership side. L.Perry and J.Dagrosa will meet with her.

D. Social Committee –C.Famularo –not discussed

E. Finance Committee –L.Perry

Few comparisons for June-August 14 period 2019 and 2020

Cart fees	: \$83,023.17 compared to \$124, 378.26
Guest fees	: \$37,972 compared to \$89,540
Outings	: \$46, 305 compared to \$1,560
6pk passes	: \$8,250 compared to \$18,000
Golf membership	: \$9,960 compared to \$55,207.96
Tennis membership	: \$1,325 compared to \$19,750
Total revenue	: \$ 213,619.20 compared to \$395,147.70
Total expenses	: \$530,000.50 compared to \$488,289.55

New revenue lines:

Retail sales	: \$27,615.27
Cell tower	: \$3,395.18
Lessons	: \$11,855
Bag storage	: \$2,200

VI. Old Business

A. Sales Position

- M.Garant and S.Loucks recommended that the Club needs a sales person.
- Member Referral will not be counted as new membership inquiry.
- Procedural process to assist with duties and accountabilities in sales.
- Review of the salesperson position will be done at the end of each Golf and Tennis season.

B. Membership referral program

- D. Eng summarized the discussion regarding members' referral program, including the benefits of the program to the club.

- The sub committee recommended few points:
 - 1) The benefits of the referral program will be documented for future references
 - 2) The referral program will be available throughout the year
 - 3) The fee will remain the same
 - 4) The referral fee/credit can be used to play golf, guest fees for golf and tennis, cart fees and can be applied towards next season's membership
- **Vote:** B. McGilvray made a motion to accept all recommendation for the referral program but number 4.a (to buy merchandise from pro shop). D.Mackenzie seconded. Motion passed unanimously.

C. 2021 Membership discussion

1. Early Bird Promotion

It was covered in B. MacMillan report. J. Dargosa asked about the Stony Brook program. It is not continued as we only got one member from that program.

VII. New Business

A. 6 pack Pass Usage

- D.McGilvray reported that the Tournament group is a pay as you go this year. No upfront fee. September 6th tournament will be open to all members. It's a Labor Day weekend tournament, Saturday, Sunday and Monday.
- He added that the idea of the 6pack is to introduce golf with 6 rounds of 18 holes. We have some problems because people splitting it up and play 12 rounds of 9 holes. Suggestion of limiting the 6 rounds to 18 holes only or add 9 rounds of 9 holes
- Discussions on whether 6pack passes holder affecting members tee times. BMacMillan reiterated that their schedule follows the modified membership schedule. 6pk holders are not allowed to bring guest/s.
- Agreement on offering either 6pack of 9 holes or 6pack of 18 holes with different pricing for next year.

B. Social Media Presence

Discussion on the need of social media to grow the club's presence and membership. L. Perry is planning to get the Village's contracted company to help with the club's social media needs and will meet with them to discuss what will be needed. Possibly do a 3 month trial to see if it does make a difference.

C. Letter from HH Tuesday Tournament Group

VIII. Date for next meeting is Tuesday, September 15,2020 at 6pm at All Purpose Room

IX. Adjourn

The meeting was adjourned at 8.35pm.