

PJCCMAC MEETING
MINUTES- Tuesday, January 19, 2021
Sail Loft Room –Village Center

Present: Lisa Perry, Ron Carlson, Dana Eng, Joe Dagrosa, Kris Adams, Dave McGilvray, Barbara McGilvray, Jill Wagner, David Brandman, Stan Loucks, Brian MacMillan, Jake Anderson

I. Call to Order- L.Perry called the meeting to order at 6:02 PM

II. Approval of Minutes

Minutes from December 15, 2020 meeting was unanimously approved. J.Wagner made the motion, R.Carlson seconded.

III. Village Trustee Liaison Report –S.Loucks

- M.Bonawandt from Crest group came to see him informally to give an update of what plans the Crest group have for next season. The plan includes, among others, i) daily happy hour (3-6pm at the Turn and 4-7pm at the Club), ii) Opens on 3 Mondays (Memorial Day, Labor Day and Columbus Day), iii) Opening hours of 6.45am-7pm Tue/Wed/Thu and 6.45am-9pm Fri/Sat/Sun, iv) Friday live music 5-9pm, v) The Turn welcome back members party tentative date is April 15 vi) April 1st Easter brunch
- The compulsory closing time of 9pm for weekends is no longer in the contract.
- The quality and price of the food still need to be discussed.
- The proposed minimum rates was agreed upon
- The East Beach project was finished. Might be re-opened this week
- Bidding solicitation went out for the retaining wall for the East Beach. There were 17 responses.

IV. Club Management update- B. MacMillan

- Golf: Lots of work being done inside e.g. paint, rebuilt the water cooler on 12
- Golf carts lease renewal if we do one year early, we can get 74 new carts (no older carts) with the same contract value. Include a 4-seaters cart for events and tour, in the leasing package as well.
- Events will be on the website, with different portal for golf and tennis. Some social events were never happened last year, like the giant jenga nights and holiday party. All events will be for members only.
- Golf simulator plan was not approved for now due to the Village's spending freeze.
- New ideas: i) bag tags for members (color coded according to membership types). Cost estimate is \$1020.00 ii) Ranger for certain days iii) Locker room attendants for certain days. B.MacMillan will meet with a fitness company that mainly focused on one on one fitness program. The other unoccupied fitness room can be used for that type of program.
- Less outing revenue this year. For 2021, so far it looks really good. There is one open date on Monday and a couple of dates open for Thursday. Typical outing will raise \$5-6k but the net revenue after the cost is accounted for is around \$3-4k. No outings may mean more play time for members and more revenue (guest fees, carts, retail shop, the Turn). It needs more discussion and a proper calculation.
- A reminder to the membership that the fee is due on January 31st will be sent out again. Dues increased by \$100 after that. Suggestion to make renewal process simpler in regards to the form.

Vote: J.Dagrosa made a motion that junior membership be exempted from the \$100 increase in dues. J.Wagner seconded. Motion passed unanimously.

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V. Committee Updates

A. Marketing/Social Committee -C.Famularo

- The committee had a meeting with S.Loucks, L.Perry and B.MacMillan last week and also had another committee meeting.
- Meeting discussed some key points : a) Target audience (young professional will be the main one) b) mission statement (work in progress) c) Goals : to market our club as the best value club and less

formal but with stellar golf and tennis experience d) brand voice : welcoming e) identity –color theme, logo etc that still need to be discussed f) create future engagements by doing contest with specific hashtag (#) and VIP program g) search engine optimization –PJCC is not anywhere near the top when searching for golf or tennis

B. Greens Committee-R. Carlson

- Remaining staff working hard on tree trimmings and re work of the bunker on hole 17. A lot of indoor work as well.
- He managed to get around 270 bulbs (daffodils). They were planted around the pro shop and maintenance area. Some shrubs were planted as well to act as a buffer for the maintenance area.
- He recalled that some 40 years ago, part of the selling point for the club was winter recreation activities. Skating, cross country skiing and weekends socialization at the Lodge (what is the Turn now). Maybe worth to look into it.
- Another idea that we can look into is disc golf during off season.

C. Tennis Association –D.Brandman

- The Board organized tennis events a couple of nights a week this winter.
- The next meeting in February, the Tennis Board will discuss what we need for the upcoming season. For example, more benches needed.
- L.Perry reminded everyone that the access to the tennis courts (2,3,4) from the narrow path on the right side of the courts will be blocked. Access will be through court 1 or around the back from ct 4 (cart’s gate)

D. HHTTG–B.McGilvray

- HHTTG is hosting a get to know us kick off on April 20th and will invite all lady members to try out. Invitation will be sent out via website and email.
- April 27th : the official season opening that will include breakfast and lunch
- Plan to do a nine and wine or nine and dine in the late afternoon (from 4pm)

E. Mens Tournament Group –D.McGilvray

- D.McGilvray reported that WTG has their schedule of all events for 2021. The first one will be in the first week in May.
- Planning for the PJ Open Amateur tournament is mostly place. It will be held on July 12th. The entry will use last year’s form but the fee is still need to be discussed. J.Anderson suggested using Long Island Golf Junkie FB site to introduce the event and spread the word.
- He received 3 checks for pavers. \$375 will go to beautification

F. Finance Committee –L.Perry

Some lines of revenue comparison between period of June-January 2020 and June-January 19, 2021 :

Cart fees:	\$199,283.22	\$277,905.96
Resident Passes:	\$10,950.00	\$20,100.00
Golf membership:	\$318,271.00	\$330,937.96
Retail sales:	\$0	\$71,605.56
Golf Outings:	\$75,735.00	\$35,415.00
Golf programs:	5,485.00	\$16,408.36
Driving range:	7,000.00	\$ 12,660.00
Guest fees:	\$ 98,306.00	\$224,694.10
Tennis membership:	\$30,885.83	\$40,210.00
Tennis programs:	\$5,953.70	\$11,217.72
Tennis lessons	\$3,606.88	\$7,443.36
All Purpose Room:	\$2,620.00	\$0
Total revenue:	\$825,466.47	\$1,158,828.66

Total Expense: \$1,388,829.88 \$1,481,859.33

Note: the membership renewal has not been included in the report

VI. Old Business

A. New Software –B.MacMillan

Membership renewal list will be entered into the new software soon.

B. Prom Outing

After much deliberation that included the damages caused by the prom outing last year, The Committee agreed to charge less than what was decided previously.

Vote:

J.Wagner made a motion to charge \$29pp for the Prom outing. J.Dagrosa seconded. Motion was unanimously passed.

VII. New Business

A. Hole in One Project –J.Dagrosa

- Paver for those who did the hole in one. Name, date it happened, yardage
- The pavers were done on number 2, cost \$2k
- Paver will be \$150 each

Vote:

J.Dagrosa made a motion to authorize the building of paved area par 3 (on 4,11 and 16) for the hole in one project, using the money generated from PJ Open 2020. D.McGilvray seconded. Motion passed unanimously.

C. Steamroom Update

No work will be done on the steamroom for now. The previous quote was around \$900

XI. Date for next meeting is Tuesday, February 23, 2021 @6pm

XII. Adjourn

The meeting was adjourned at 7.37pm.