

PJCCMAC MEETING
MINUTES- Tuesday, December 15,2020
Sail Loft Room –Village Center

Present: Lisa Perry, Ron Carlson, Dana Eng, Todd Garland, Joe Dargosa, Kris Adams, Dave McGilvray, Barbara McGilvray, Jill Wagner, David Brandman, Stan Loucks, Brian MacMillan, Bill Mackedon, Larry Henn, Len Fister, Joe Dessi, Tracy Zamek, Lisa Ambrosy.

I. Call to Order- L.Perry called the meeting to order at 6:06 PM

II. Approval of Minutes

Minutes from November 20, 2020 meeting was approved. J.Wagner made the motion, D.Brandman Seconded.

III. Introduction New Member

L.Perry introduced and welcomed Todd Garland as the new member of CCMAC

IV. Village Trustee Liaison Report –S.Loucks

- The right side of the driving range needs a net or fence to catch balls. Just today, around 6000 balls were collected from the area.
- Tennis is closed for the season
- New members from the Fall membership drive: 53 new non residents (12 junior, 7 young adult, 8 weekday, 17 fulltime and 8 modified); 46 new residents (5 junior, 2 young adult, 8 weekday, 25 full time and 2 modified) and 9 corporate memberships
- Regarding the HHTTG suggestions about the Turn, S.Loucks reiterated that he is in ongoing discussions with M.Bonawandt and will continue working with him on improving service and other things.

V. Club Management update- B. MacMillan

- Golf: Fall projects, Tree pruning behind 10 and left side of the driving range, open up tee shot on 7, extend the tee to the right on 16. Sanding the golf course started from the tees before the snow.
- Less outings revenue this year. For 2021, hopefully we will have complete full slate on outings board. There is a couple of Monday dates open for bookings and also on May 3rd.
- J.Dargosa asked whether it was necessary to remove a big tree and whether the expansion to the road side will make it too noisy. B.MacMillan responded that both the expansion and cutting down a tree were necessary to get a tee shot. Buffer could be planted if needed.
- Seasonal crew last day was Wednesday November 14th.
- Tennis: Worked on the lower courts drainage. To be filled with gravel in the spring to keep the drainage in place. E.Dubin suggested to do lower courts plantings. Current plants are half dead and blocked the building. It can be done in house and may cost under \$1k. D.Brandman will discuss it with the Tennis Board.
- Request from the PJ Fire Department to pay \$27.50pp for their fundraiser outing. Motion was approved last month to grant 50% off for their outing (\$32.50 with their number of players). The Committee agreed to stick with the decision.
- Relayed a thank you email from a member who thanked all the staff, for keeping the course open with no one got infected.
- L.Henn noted that his spending had increased due to the additional mandatory cart days and from what he gathered, his dues increased 12% since 2007 but next year it would be 33% increase. He asked about why the non resident rates stays the same and how much the club is going to raise from the additional day. J.Dargosa responded that non resident fee/dues are already high and comparable to other clubs. The issue was in the big gap between resident-non resident dues. B.MacMillan answered to the second question that it projected to bring \$180k in revenue.

- L.Perry added that all this was based on an estimate for budget to start in June. She added that the Country club has been in deficit the last 3 years (2017/18/19) up to the tune of around \$400k. The club has reduced the size of their maintenance staff. Several additional lines were added to the budget including adding another day and another month to the mandatory cart days. Weekday walkers can still walk for 170 days and full time members can walk for 233 days.

VI. Appearance by Member of the Prom Committee –T.Zamek and L.Ambrosy

- T.Zamek read some parts of the Seniors letter to the School District, to highlight this different and difficult year for them in many ways, including a lot of cancellations of a lot of traditional activities for the Seniors.
- She asked everyone to consider their social and mental wellbeing by helping out in realizing the only thing planned for them as a community. Further, the committee had not been able to do any other fundraising due to the pandemic.
- The request was to forgo the outing fee this year, to help the committee with their main fundraiser. The goal is between \$50k to \$70k
- The Committee decided to table the item for more discussion.

VII. Committee Updates

A. Greens Committee- R. Carlson

- The Greens Committee extended a thank you to B.MacMillan and the staff for the recent removal job.
- Project in an area adjacent to the 1st hole, clean up work. Possibly need landscaping work.
- He reminded everyone that the lack of care on divots and damage to the course was bad this year and implored everyone to replace/fill divots and ball marks.

B. Tennis Association –D.Brandman

Nothing new to report.

C. HHTTG–B.McGilvray

- In their recent meeting, HHTTG had discussed on the Turn and how to improve their service.
- Sent 10 (ten) suggestions to improve the Turn to B.MacMillan and S.Loucks, that includes: 1) offer Grab and Go food like bagels, rolls/sandwiches, muffins from good vendors; 2) put names on the minimum cards; 3) improve the burger quality; 4) restocking too slow, often out of certain beers; 5) improve wine quality; 6) open 7 days a week; 7) offer more wraps; 8) offer hotdogs and hamburgers on the outdoor grill; 9) create a pick two menu, soup+half sandwich and soup+salad, 10) positive sides: egg sandwich all day, turkey avocado Panini and taco salad.

D. Mens Tournament Group –D.McGilvray

- Received an order for a brick for the beautification committee.
- D.McGilvray reported that WTG has their schedule for 2021. They will charge \$200 per player that includes handicap, balls for tournaments and hole in one insurance. Pay per event will also be allowed.
- Planning for the Amateur tournament with J.Dagrosa and B.Mackedon is ongoing. More information on the budget and the fund raised from last year is needed. He proposed that the Committee rescinded the Thursday mandatory cart day but stays with the extra month. He had been in contact with some members and in general they are not happy with the extra day of cart fee.

Vote

D.McGilvray made a motion to dismiss Thursday mandatory cart fees. J.Dagrosa seconded. 4 (four) yes and 6 (six) no. Motion was not passed.

E. Tee Sign –J.Dagrosa

- The job description (duties and commission) for the sales person. Duties: Facilitate signing of advertising contract, Collection of Initial Deposit, Assist, if necessary, in collection of final payments and put advertiser in contact with manufacturer for transfer of ad copy. Commission is \$200 (for 1 year sign) and \$300 (for 2 year sign), payable upon final payment (or \$200 after deposit and \$100 after final payment for the 2 year signs).
- Sign pricing is \$1350/1 year (driving range \$1500) and \$2500/2 years (driving range \$2700). Payment schedule is as follows: 1 year: \$500 deposit upon signing contract and balance upon installation. 2 years: \$500 deposit upon signing contract, \$1000 upon installation and balance by September 1 of first year. Checks payable to “Port Jefferson Conservancy –Treasure Our Parks”

F. Social Committee –C.Famularo

C.Famularo via email reported that the Social/Marketing committee will meet after the holiday to create the marketing calendar. The marketing calendar will include: a branding package, content focused on the algorithm of each platform, specialized campaign for different desired demographics and schedule for releases.

G. Finance Committee –L.Perry

Some lines of revenue comparison between period of June-Dec 11, 2019 and June-Dec 11,2020 :

Cart fees :	\$199,070.61	\$273,674.82
Resident Passes:	\$9,425.00	\$20,100
Golf membership:	\$193,245	\$311,892.96
Retail sales:	\$0	\$67,300.68
Golf Outings:	\$75,735	\$35,415
Golf programs:	5,245.00	\$16,408.36
Bag storage:	\$0	\$2,840
Guest fees:	\$ 98,306.00	\$220,949.10
Tennis membership:	\$11,358.33	\$36,595.00
Tennis programs:	\$5,953.70	\$11,217.72
Fitness programs:	\$1,525.00	\$0
All Purpose Room:	\$1,820.00	\$0
Total revenue:	\$672,380.22	\$1,118,008.36
Total Expense:	\$1,154,240.82	\$1.306,006.83

VIII. Old Business

A. New Software –T. Garland

- T.Garland explained that the basic premise was that PJCC is a business and tee times are inventory. Once the tee times are used, they are lost. He looked at the data from the current software and saw that the tee times are not used fairly for the membership and they were not utilized to increase revenue for the club/village. Data from January 1st to first week in November, showed that we had 4096 no show. Putting in a value of \$25 each, it translated to \$101k. In conjunction with that, 9280 cancellations occurred. It equates to around \$230k potential loss and preventing other members to utilize those tee times.
- Chrono Golf (from Canada) was seen as the system that will maximize profitability and provide members with fairer system. For tennis it would be “Court Reserve” program that will be used. New software is in place and will hit the net on January 1st.
- He was of the opinion that the club can lower its rates once we can eliminate the abuse and realized the potential revenues with the new software.

IX. New Business

A. Golf Simulator –B.MacMillan

- He explained that with the golf simulator, we will be able to serve the membership in the off months and rainy days during the season. It would possibly create a revenue, benefit members and to keep up with other clubs in the area.
- He had discussion with a member who purchased his own simulator and possibility of purchasing that simulator to be used by the club members, for lessons, club fitting and play (one hour for 18-hole). It would be for members only.
- Talked to a construction company on which room to use, they pointed at the All Purpose Room as the best option with some modification, including raised parts of the ceilings for the hitting area, moved the HVAC, drop ceiling and sprinkler system. The estimate for this was around \$11k.
- Price for simulators is between \$10-\$100k. The one he was discussing worth around \$12-\$15k with 8-10 foot screen, launch monitor and computer. A new one with system support would be approximately \$20k more expensive.

Vote:

D.McGilvray made a motion to support B.MacMillan to present the idea to the Board of Trustees. J.Wagner seconded. 7 (seven) yes, 2 (two) no and 1 (one) abstain. Motion passed.

B. Tee Time Cancellation Policy –B.MacMillan

- Based on T.Garland findings and the new software, a no show fee of \$25 will be implemented.
- T.Garland added that in most cases group of players booked multiple tee times, then decided on a tee times and then called up to cancel other booked tee times. This on the day cancellation preventing other members to utilize those tee times.
- Discussion on when should be the cut off time. Two options were proposed, midnight the night before (5 pros) and 12 hours before (5 pros). T.Garland added that the software may not support the rolling tee time cancellation (i.e 12 hours before). Needs to allow time for other members to fill the cancelled spots. To make it simple as all the bookings stop at midnight and not to keep the bookings open all night for practical reason, the Committee mostly agreed that the cut off time for the cancellation will be at midnight the night before.

X. Date for next meeting is Tuesday, January 19, 2020 @6pm

XI. Adjourn

The meeting was adjourned at 7.57pm.