

COLD SPRINGS BOARD OF DIRECTORS MEETING June 21, 2018 – Approved Minutes

Call to Order: President Brett Robinson called the meeting to order at 4:30 p.m.

Directors Present: Chris Bailey, Leslie Davis, Tom Goldie, Tom Hazlett, Brett Robinson, Mike Worley

Directors Absent: Charlotte Henderson

Others Present: Kevin Earl, General Manager; Van Peterson; Kathy Goldman, minutes.

Approval of Minutes

Minutes of May 31, 2018, were approved electronically prior to the meeting. The clipboard of minutes in the conference room is full, so older minutes will be placed in binders and made available in the office.

Financial Business

Profit and Loss: Kevin briefly reviewed the profit and loss, current month and year to date. He highlighted 1) income increase after \$20 dues increase, 2) 10-month buyout allocation line item, 3) Month to Date and Year to Date comparisons. Motion to suspend temporary allocation of buyout monies (Davis/Hazlett) passed unanimously.

Marketing: Kevin has met with marketing consultant, Tina Goins, regarding web redesign. Tina will support website for \$25/month, Jonas charge would be \$500/month. Discussion regarding what service would actually be provided by each. Current website is outdated and unsupported. Discussion regarding whether new website would allow members access to their accounts, or tee time scheduling. Website is scheduled to be up within a month. Tom Hazlett offered to review.

Cameron Park is scheduled for drastic dues increase by end of summer. Plans are underway for targeting this market. Corporate marketing can be done through the Better Business Bureau and Chamber of Commerce. For a fee, they send marketing information to their data base.

Credit Aging Report: The Board reviewed the report of past-due payments by members. There are only 3 accounts new to the 90-day past-due category. The Board gave authorization to follow the 90-day procedure for these members.

Comment Cards and Correspondence

Comment Cards: Mike Worley reported.

- 1) a new member complimented the staff for their friendly manner, greeting them by name, introducing them to other members.
- 2) concern that an overhanging branch on #14 is in the direct path of the forward tee. Kevin said the Greens Committee has addressed that along with other tree concerns. The Greens Committee has asked for tree service to remove several dead trees and do some pruning. Work starts Monday. Cost \$1800.

OLD BUSINESS

CPR Training: Brett has not received callbacks regarding CPR training. He researched that staff training can be done for \$12.99 per participant plus a \$150 flat fee. Another possibility is training Kevin to be a trainer. Anticipated training cost for Kevin is \$150-\$300. Kevin will check this out further. Board would like staff to be trained, and then any interested members.

Computer System Upgrade: In Feb. 2018 the Board allocated \$10,000 to upgrade the club's computer system. This process has moved forward and it is anticipated that the new system will go live July 1. The trainer will be here next week. Planned training is for food and beverage processes, Pro Shop, and electronic Tee Sheet.

Member in Good Standing: The Bylaws specify that members in good standing may vote, but "good standing" is not defined. Discussion about standards: fiscally responsible? Under disciplinary action? What if

you are on the sell list but maintain fiscal obligations? Filed lawsuits against club? Tom Hazlett will draft a proposed policy for Board action at the next meeting.

Ballot Process: Tom Hazlett said he has not worked on this, but feels an expedited process is important. The Board agreed. The Board recommended that we offer electronic voting options. Data on how an individual membership votes can be kept confidential and separate from knowing which memberships voted. Kevin will send out a Survey Monkey sample voting format to the Board, Kathy Goldman, and Ellen Page.

Corporate Memberships: The Board needs to determine how a Corporate Membership will or will not include spouses. Corporate membership is at a 20% discount. It was moved (Hazlett/Worley) that spouses/family are treated the same as Individual +1 (\$10) or +2 (\$20). Motion passed with one dissention (Davis). After a Corporate Membership, individuals may opt into a Proprietary Membership or opt out of the club. Guidelines state Corporate Membership cost is at 80% of Proprietary, which is approximately \$203. It was offered to current group at \$183. It was moved (Davis/Goldie) to maintain that rate for the current group through Dec. 31. Passed Unanimously. It was discussed whether Corporate Members are eligible for major tournaments. Kevin will identify the major tournaments and report back to the Board.

NEW BUSINESS

Dues Increase-What’s Too Much or Too Little: Tom Hazlett discussed standards and strategies for dues increases as previously shared with the Board in a publication article. Tom emphasized that the Board/Club needs a strategy for why/when dues increases should occur. There was much discussion of what percent dues should be of total revenue. Some formulas were discussed: 50% of competitor charges? Four times the weekend rate for a local round of golf? It was agreed that this should be discussed at the next Strategic Planning Session.

COMMITTEE REPORTS

Communication/Social: Tom Hazlett suggested that we need a Social Committee and a Communication Committee. He proposed a Cold Springs Facebook page with photos and information. We would probably need an employee to maintain this. Kevin will talk with Kathy Lyman.

Adjournment: Meeting was adjourned by President Brett Robinson at 6:10 p.m. to Executive Session.

Board Meeting Schedule:

Next Board Meeting: Thursday July 19, 6:30-8:30 p.m., membership invited.

Votes noted for the record:

Motion	Second	Topic/Discussion	Passed Y or N
Davis	Hazlett	Suspend allocation of buyout monies.	Yes
Hazlett	Worley	Corporate member spouses/family will be treated the same as Individual +1, Individual +2.	Yes
Davis	Goldie	Maintain Corporate Rate of \$183 for current group through Dec. 31, 2018.	Yes

Respectfully submitted: Kathy Goldman

Any forms and/or emails submitted have not been validated, endorsed or to be found factual. These documents may be points of view, or description of events. The Board of Directors’ intent is to provide a forum for feedback or more detailed explanations, but does not submit these documents to the membership as being true or untrue.