

COLD SPRINGS BOARD OF DIRECTORS MEETING October 18, 2018 – Approved Minutes

1. Call to Order: Vice-President Tom Hazlett called the meeting to order at 5:32 p.m.

Directors Present: Chris Bailey, Leslie Davis, Tom Goldie, Tom Hazlett, Charlotte Henderson

Directors Absent: Brett Robinson, Mike Worley

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

2. Approval of Minutes

Minutes of Annual Meeting Sept. 27, 2018, were approved electronically prior to the meeting.

3. Financial Business

Company P&L Report Sept. 2018: Kevin reported on profit/loss summary. We are doing well considering the decrease in membership numbers.

Membership: Membership numbers were reviewed. There is currently one buyout available. Since there are limited buyout options, a list is being maintained of those desiring a buyout. First buyout option will go to the member at the top of the Buyout List. There was discussion regarding the Buyout List and if it should be formalized into policy, relationship to the Sell List, priorities, and processes. It was also discussed that providing information to members about the buyout and sell process is important. Information will be included on the website, in the Mulligan President's Message, and an insert in mailed invoices. The Board asked Kevin to continue the report of membership numbers by month, as provided in the September Annual Meeting. This will help to illustrate membership trends. Bank balances and capital projects were discussed. The next scheduled project is carpeting for the main dining room (event room) scheduled for November installation.

Marketing: Kevin discussed five marketing avenues:

- 1) competitive price (we are lowest local price)
- 2) Website (soft and formal launch)
- 3) Social media platform
- 4) Open House
- 5) Indoor golf with simulators

Kevin reported that TV commercials have not been successful in other local clubs. He proposed that email and direct mail are probably most effective for male targeted populations, and suggested an open house for women, with possible wine tasting, trunk sale, golf clinic, 9-hole play; perhaps quarterly. It was discussed that the open house concept should be tried for men also. Indoor golf simulator activities were discussed. Social media advertising, such as Facebook and Instagram, is an important avenue and the Board believes it is imperative to become more educated on social media advertising. This will be researched and put on future agendas.

Credit Aging Report: The Board continues to monitor and follow the established process for overdue accounts.

4. Comment Cards and Correspondence

Comment Cards: A member wrote to compliment the kitchen and bar staff on their friendly and professional work.

OLD BUSINESS

Tee Time Access: The Board asked that the club continue to examine patterns and data regarding tee time no-shows and member access to desirable tee times. Weekly standing tee times are set aside for

informal and formal groups. The Board asked for data if standing tee times are being overbooked. Members will be reminded in the Mulligan to cancel unneeded tee times well in advance.

CPR Training: Kevin will contact Brian Veerkamp that we are ready for training for staff and members to start in November.

Ballot Process: The Board reviewed that if we determine to pursue electronic voting, it will need to be put in the bylaws that electronic voting is permitted.

Ladies Invitational: At the August 16, 2018 meeting, the Board determined to approve June 7,8,9, for the 2019 tournament. If there are not at least 72 participants, the issue of weekend play and course closure will be revisited before any approvals of the 2020 tournament. Events are to be held onsite. Board members have communicated with Cathie Dyer and Liz Kane.

Cart Barn: At the September Annual Meeting a concern was raised that the private cart barn is not clean and is unattractive from the club entrance. The cart barn is swept out periodically. Oak trees drop debris and cleaning with a blower creates more dust on carts. The Board discussed that owners should be encouraged to take care of their own cart area and there should be fencing slats to help visually obscure the barn area. It was suggested that a pressure washer cleaning might be effective.

NEW BUSINESS

Veterans Day: In 2017 the club opened the course on Veterans Day. This year Veterans Day is Monday Nov. 12. It was proposed and supported to open the course to veterans on Nov 12. Veterans would pay no greens fees and could bring non-veteran guest players who would pay greens fees. The Board commended this year's 18 Hole Ladies Group Charity Tournament that benefitted El Dorado County Veterans.

Communication with Members: There have been incidents where members have sent letters or emails to the club or Board and have not received adequate responses. It was proposed and informally approved that a uniform process should be followed where all correspondence from members is directed to the club office to be logged and then dispatched to the appropriate responder. All actions taken will be included in the log maintained by the office which will be reviewed as part of the Board meeting agenda.

November 15 Regular Meeting: This will be a regular meeting agenda, open to all members.

Decreases in Membership: Tom H. suggested that we have a concrete plan for drops in membership numbers and action at specific membership levels, e.g. reduce services, become semi-public, etc. A side committee, including Tom Hazlett, Leslie Davis, Tom Goldie, Van Peterson and Kevin Earl will develop guidelines and proposals to present to the Board in the next few months.

Strategic Plan: Tom Hazlett suggested that our Strategic Plan needs specific objectives, actions, and timelines so that it is not just vague goals. A two to three-year specific plan, plus long-term goals, was suggested.

Greens Committee: The committee has not been meeting but a meeting will be scheduled soon.

Nominating Committee: No report (Mike Worley absent).

Tree by #10 Green: An unsafe tree near #10 green needs to be removed. Kevin reported that it is too close to power lines for normal tree removal, and should be removed by PG&E. PG&E has been reluctant and negotiations continue.

Adjournment: The meeting was adjourned by Vice-President Tom Hazlett at 7:15 p.m.

Next Board Meeting: Regular Board Meeting, Thursday Nov. 15, 2018, 5:30 p.m. Open to all members.
(no food served)

Votes noted for the record:

Motion	Second	Topic/Discussion	Passed Y or N

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.