

**Cold Springs Board of Directors
January 17th Agenda**

1. Call to Order/Roll Call/Agenda Additions

Call to Order: 4:40 pm

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

Directors absent: none

Others present: Mackenzie Shivers, Greg Witherow.

2. Approval of Minutes – passed electronically

3. Financial Business

Financial: Report was detailed through member fisher report. Tom H. would like to see each month's member levels to watch trends.

Credit Aging Report: - in packet.

4. Comment Cards and Correspondence

Comment Cards:

1. A member is asking for ability to put plaques on trees. This topic has been discussed in the past and will not be allowed for various reasons. Alternative idea was a mapping of trees and whom they were donated for was discussed. Kevin will talk to member. Many trees over the years have been donated, and this will be hard to keep up and administer.
- 2.
- 3.

Old Business:

Marketing: Current emphasis is on the new website. Brochures and programs are underway, including programs for women and juniors, clinics and lessons. A new "Lessons" brochure was distributed. A club member commented that more emphasis is needed regarding our event facilities. A concern was expressed that members with older PCs cannot access the website. The club will try to gather information about specific access problems so we can assess causes and provide solutions. . Kevin asked that members provide him feedback about web search issues. He suggested sending screen shots to him labeled "website feedback." **Status – Kevin has received feedback and made many of the changes. Mostly editorial or grammar. Kevin did state efforts will be made to capture more emails from prospective members. As different programs unfold going forward, these emails will be critical to getting the word out. Currently the website does not auto respond AND capture emails. Kevin and Marketing contractor are working on this issue.**

Communication with Members: There have been incidents where members have sent letters or emails to the club and have not received adequate responses. A centralized process is proposed that all communications go the office where they are logged, forwarded to the person determined best to respond, and monitored. It was suggested that the Comment Card process be part of this centralized procedure. It was further commented that we only need one comment card box near

the office in the event center, and not a box in each locker room. **Status – Kevin needs to put sign by old comment card boxes directing them to the office mail box where we will log/ note distribution and any resolutions.**

CPR Training: Kevin will contact Brian Veerkamp that we are ready for training of staff and members to begin. **Status: Staff training completed on Jan 10th - Membership training was discussed but only small numbers can be accommodated with current volunteer.**

Brainstorming Topics / Actions

- Market our dining room and food service department: **Kevin talked about need to have pricing ironed out from both member and non-member pricing.**
- Form Social Committee to work with F&B Staff (**Action required**). **Names have been mentioned but negative feedback from some of the “Old Guard” is holding back some volunteers.**
- Solar Energy: "Solar Power" Committee created headed by Chris Bailey (**On-going**)
- Increase dues: Replace with possible 2019 Ballot measure to pursue 5 year COLA and F&B Minimum. **No action was taken but early conversations about if one or both are needed, when would the timing be correct?**
- Military Membership Category: Ballot required, add to Board Agenda. (**Needed membership vote possible special meeting to discuss and pass?**)
- Create a nonproprietary membership group: Merge with winter membership, consider possible seasonal memberships, and add to Board Agenda. (**Needs further discussion and may be special membership meeting and vote**)
- Bundle rate for members of the young adult club. **Discussion with Mackenzie Shivers & Kevin to use social media to raise awareness. Kevin and Mackenzie to meet to finalize steps.**
- Appreciation events for Emergency Services workers and Teachers: Yes, Add to 2019 Calendar. (**Date TBA for teachers since they need a weekend until breaks in school year are identified**)
- Open Houses: Include Meal/Bar Access (**No dates set yet, needs further discussion**)
- Expansion of junior golf clinics: Use of flyers to promote along with Social Media Postings, summer memberships for families of Junior Golfers? **Kevin Earl is working with golf shop. Ongoing and will ramp up in early spring.**
- Exercise classes: Yes, assigned to Kevin Earl. **Kevin to contact Aaron Wyant who advertised in yardage guide for dates and classes.**
- Set up an incentive program for the mgmt. and staff to bring in events: **Ongoing – Kevin to work with BOD to align with GM’s incentive program.**
- Use a percentage of senior dues for operations: **Not currently part of O & M budget. Discussion was for contingency use of senior dues only if needed.**
- Increase bar and restaurant prices: Margin based pricing? Yes, assigned to Kevin Earl.
- Move Bocce Ball Court nearer to clubhouse.
- Finance Committee discussed the idea of margin based pricing for F & B. **Kevin stated that this idea would be very disruptive to membership) Modest price increases are tolerable but to change in a volatile fashion may be met negatively from members.**

- Search Engine Optimization, Expansion of Social Media Marketing: **Ongoing Kevin is doing this behind the scenes. Idea of professional consulting or third party was not discussed but will stay as a concept for now.** Dedicated club resource to support. Assigned to Kevin Earl.
- Open Driving Range to Public: **(See motion below)** Comes with issues on non-members at club, opens bar to public? dress code issues. Needs disposition.

NEW BUSINESS

1. Fire Prevention of Clubhouse & surrounding areas (Kevin to meet with Brian Veerkamp to come up with defensible/ preventable space around clubhouse.
- 2.
- 3.
- 4.

February Regular Meeting: February 21st @ 4:30

8. COMMITTEE REPORTS

Tournament Committee: **Early mailing of Men’s Invitational to help aid in signups going out April 1st.**

House Committee: no report

Greens Committee: no report

Adjournment: 5:53 pm

Board Meeting Schedule:

Open Meetings _____TBA

Regular Working Meetings ____TBA

Vote noted for the record:

Motion	Second	Topic/Discussion	Passed Y or N
Tom H.	Mike W.	To open up driving range to the public until September 30 th 2019. Public range will be \$5 small and \$8.00 large.	Passed (Y) Unanimously

Respectfully submitted: Kevin Earl - GM

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.