

San Carlos Golf Club Board Meeting

5/17/17

Attendance: Mike Allardyce, Jim Warner, Theresa Randall, Seda Butler, Ron Fisher, Sue Maxwell, Keith Taylor, Bob Deeley and Mike Dopsloff.

Absent: Al Schneider

President Mike Allardyce called the meeting to order at 1800 hours.

President Allardyce asked for approval of the minutes from 4/20/17/17: approved by Jim Warner and seconded by Seda Butler, unanimously accepted.

Presidents Report: President Allardyce asked if everyone had a copy of his report and had a chance to study the possible tee time changes and other ways to increase revenue. All agreed they had and President Allardyce said the discussion would come up later in the meeting.

Vice President: No report from Jim Warner

Treasurer's Report: Mr. Schneider was not present but had forwarded his report.

We ended the month of April with \$718,000.00 in cash with current liabilities in the amount of \$214,000.00 leaving us with \$504,000.00 net. The month of April yielded a loss of \$9,000.00 around \$21,000.00 short of budgetary projected profit of \$12,000.00. Again, golf course revenue fell short by \$26K and expenses matched budget.

Year to date performance is showing \$83K short of projections. Treasurer is very concerned about probable operating loss. A loss of \$91K has been budgeted for but if April is an indication, we will do much worse. We could end with around \$175K loss which would produce a \$47K cash loss for the year.

Motion to approve the Treasurer's Report by Theresa Randall, seconded by Ron Fisher, vote taken and unanimously accepted

General Manager's Report:

Mr. Dopsloff pointed out that we are \$90K ahead of revenue vs last year but as Mr. Schneider pointed out this will not be enough. Mr. Dopsloff reported that they are doing

all they can to reduce fixed and variable expenses and are continuing to have monies outgoing to keep the pumps up and working. The numbers of employees have dropped from 48 to 33 since he started here and revenue has increased. We had a drop off in play during February and March because irrigation issues left the course in less than ideal playing conditions.

Mr. Fisher asked why when the Snack Bar has increased revenue we are not seeing a profit from it. Mr. Dopsloff said we have not increased prices in the Snack Bar as cost of those goods got higher. Also, unpaid events (member parties etc.) added to this shortfall. Mrs. Butler said that this cannot continue, we need to make a profit on all events.

Mr. Dopsloff also said that they had a new Health Inspector in on 5/9/17 who passed everything except the keg cooler which is holding water. We will be contacting Budweiser regarding this. The Health Inspector was also asked about our bringing in food to the clubhouse. He stated categorically that we can only bring in food which has been prepared in a food-safe certified facility. You cannot bring food into a licensed restaurant (San Carlos is categorized as such). We can bring in food from food-safe certified places e.g. Publix, Pizza etc. but not from a home kitchen.

Mrs. Butler asked that there be a hard and fast menu produced that anyone who is holding an event can be assured that taxes and gratuity are included. Mr. Warner said that his experience this is what happens in most clubs but food and beverage in larger clubs is always a loss item.

Mr. Dopsloff said that we need to look at changing the hours of the snack bar to reflect what is sold. Notably, opening later where sales are not evident so that Staff salary could be saved.

Mrs. Butler offered the GM her help with buying/merchandising in the Pro Shop as she has experience in this area.

Motion to accept GM's report accepted by Keith Taylor, seconded by Sue Maxwell, all voted in favor.

Building & House: No changes

Mrs. Butler asked if the colors assigned to the score board etc. will be the new color going forward. The bathrooms are several colors and going forward we need to settle on one color with a trim color. Mrs. Randall suggested that we settle on a particular brand with a color so we don't have to continually match them. Mrs. Butler will get swatches.

Greens and Beautification: no report by Seda Butler

Golf Rules: Mr. Warner says the new rules board is now here for the wall outside the Pro Shop and will be installed shortly.

By-Laws: No report from Sue Maxwell

Insurance: Jim Warner reported we have a rebate of \$157 from the insurance company. Our Insurance Company also want us to put no smoking signs up outside the cart barns; Mr. Dopsloff will see to this.

Policies and Procedures: No report from Mike Allardyce

Membership: Mrs. Butler is getting together a calendar of events and looking to get all information together to proceed with this. She noted that a survey was being put together by Mrs. Randall to see how members would like to proceed with Sunday Couples. A discussion ensued on why we don't turn this back to the club so long as the 50/50 money would stay with the Ladies League. Mr. Allardyce thought this was a good idea, Mrs. Randall will incorporate this into her survey. Mrs. Butler will put together a questionnaire for members and discuss further next meeting.

Mr. Deeley asked about putting information into the hands of realtors regarding setting up new leagues possible by giving away a free round for them to check out our facilities. Possibly some kind of a flyer in new housing developments. Mr. Fisher asked if there would be a twilight golf possibility on Friday night. Mr. Dopsloff was open to this.

Safety: CPR training will be held for the staff from the Fire Department; this does lead to certification

Marketing: No report from Sue Maxwell

Motion to accept committee reports as presented, accepted by Terri Randall, seconded by Jim Warner.

Suggestion Box There was a suggestion to keep the clubhouse affordable when we increase the size of the facility.

Old Business: Mr. Dopsloff noted we are now on the list for well drilling with Youngquist and it is expected to occur within a month. We have all prices except for Electrical. The electrician has been to survey what needs doing and he will be sending and estimate shortly. The pump install is \$9,950. The well drilling is \$7,450 if they leave the mud on site.

In an effort to keep our dues low, a lengthy discussion was held on eliminating member tee times during the premium 8am-10am time slot for season only. This would be from December 15th through April 15th (closest Monday to these dates). It is suggested that the Ladies and Men's Day be restricted to one day per week. Ladies would play as

normal on Thursday and the Men's League would play on Saturday. On other days, members will only be allowed tee times before 8am and after 10am. Ladies will tee off after 10am on Tuesday as the Moose has the earlier times. Mr. Allardyce expects that this will be amended in the Policies and Procedures This is expected to alleviate the revenue/cash shortfall.

A motion was presented by Keith Taylor and seconded by Seda Butler for Certificate Holder, dues paying members, 18 hole play. Hours of 8am-10am on Monday, Tuesday, Wednesday and Friday will be held for public play. All other days no restrictions. The motion passed unanimously.

New Business:

Mrs. Butler would like to see a letter sent out to the membership regarding this issue before all return in the Fall. Mr. Taylor will work on a letter and put together some other ideas which will need to be acted on in July if they will be implemented on October 1st.

Mr. Dopsloff thought we needed someone to attend the Chamber of Commerce meetings for good networking. Fees can be expensive. They could be of use to San Carlos with open houses etc. It is suggested that Mr. Dopsloff put that into his budget for next year.

A discussion was held on getting a better rate for Guests of Members. The current 10% rate is not adequate to entice people. Mrs. Randall suggested 25%. It was stated that the Guest must play with a member and there would be no restriction on how many guests could attend with Pro Shop approval. Mr. Dopsloff wanted to ensure that the summer rates were not cheaper for reciprocal players as opposed to members' guests.

A motion was presented by Ron Fisher and seconded by Bob Deeley that dues paying Members' Guests year-round get a 25% discount off regular rates. The Member must play with the Guests. There will be no restriction on number of guests with Pro Shop approval. Approved unanimously.

Mr. Dopsloff noted that we need to toughen our no-show policy. Mrs. Randall noted that several people told her they called in and were not credited with cancelling their tee times. Mr. Dopsloff said that members need to be aware that they need to use option 3 on the phone system to talk to our Pro Shop. Pressing Option 1 will give them Golf Now who will take a message but it is not always given to our Pro Shop in a timely way. It is suggested that we take a credit card from people booking and that they will be charged if they don't cancel 24 hours ahead of their designated tee time to give our Pro Shop time to resell it. Policies and Procedures will address this issue.

Mr. Fisher asked if over seeding was possible to alleviate the bare tee boxes we experienced this year. If water is the issue, over seeding will not help this, Mr. Allardyce would like to see a good year of irrigation before we address this. Jim Warner noted that the markers on the tee boxes were not moved enough to help with stress on the grass. Mr. Dopsloff noted this and it will be addressed.

Mr. Dopsloff also noted that placement of the blue handicap stakes has been an issue and he would like to be informed if they are placed in areas where they should not be, (between the bunker and green) and that we should not merely move them. He would use this for education purposes.

Next Meeting is scheduled for Tuesday June 20th, 2017 at 6pm in the Clubhouse.

Motion to adjourn the meeting by Ron Fisher and seconded by Jim Warner.

Meeting adjourned at 2032 hours.

Respectfully submitted

Theresa Randall

Secretary