

WESTBROOK VILLAGE GOLF CLUB SUMMARY MINUTES

MEETING: WBVGC Board of Directors

DATE: January 14, 2014

LOCATION: Club Conference Room

CALL TO ORDER: The meeting was called to order at 2:00 PM Roy Chapman, President presiding

A. **ATTENDEES:** Rick Axelrad, Roy Chapman, Glen Johnson, Steve Karch, Tom Lodge, Cathy Raich and Bill Vogt

B. **ABSENT:** None

OTHERS ATTENDING: Barbara Jean Strucel, Administrative Assistant, David Escobedo, Course Superintendent and John McCahan, Head Golf Professional. New Board Members: Terry Bice, David Frey and Robert Oracheff.

C. **MINUTES APPROVED:**

1. Steve Karch motioned to approve the minutes from the December 10, 2013 Board meeting.
Tom Lodge seconded the motion.
The motion was carried.

D. **PRESIDENT – ROY CHAPMAN**

1. Most activity was related to various aspects of the Lakes irrigation project.

E. **VICE PRESIDENT / BYLAWS – TOM LODGE**

1. Jerry DeYoung of Republic Indemnity, our insurer for Workmen's Compensation, visited our facilities. Jerry was impressed with our facilities and David's explanations of our safety programs. The Club enjoys a favorable Workmen's Compensation rate due the low number of claims made. The only suggestion made by Mr. DeYoung was that we have a written safety program and procedures for implementing the plan. Tom will work with David to develop a written Safety Policy for the Club.

F. **SECRETARY'S REPORT**

1. No Report

G. **TREASURER/LRP– STEVE KARCH**

1. The Budget & Finance Committee highly recommends the Board implement an assessment of \$500 payable in two installments. This assessment would cover the cost of the Lakes main well repair and replacement expenses incurred in November; and, this action is consistent with precedence set over the past few years when main

- well problems have been experienced. The balance of the FY 2014 assessment would provide for the upfront cost of the Lakes Irrigation Project (i.e. xeriscaping plan, irrigation design plan, site preparation for removal of turf, etc.).
2. Numerous scenarios are being developed as potential options for funding the Lakes Irrigation Project. In addition to the funds available from the Asset Protection Fund...several on-going projects are aimed at generating funding for the project. The Aces “hole-in-one” program and the fund raising tournament are estimated to generate \$10k. The business associate hole sponsorship program may conservatively raise another \$40k in 2014 and \$75 to 90k annually thereafter. When the new tee marker signage is installed the auction of the previous tee marker signage is expected to generate another \$5 to \$7k for the Lakes Irrigation Program. The newly established Enhancement Program may raise another \$80k during 2014-2015. These are some of the areas where we have a good idea what the revenue potentials might be. Others to be further developed and defined include (a) course naming rights, (b) tournament fund raisers, (c) assessments, (d) Asset Protection Funds, and (e) annual operating budget cost savings.
 3. The LRP Committee is developing a historical summary. A date has been set to review this information with all Board members.

YTD Cash Basis Financial Report	FY 2014 thru December 2013		
	Actual	Budget	Variance
Operating Income *	666.3	595.8	70.5
Operating Expense *	680.9	652.7	(28.2)
Operating Margin	(14.6)	(56.9)	42.3
Capital & Leases *	(120.5)	(31.0)	(89.5)
Est. Operating Cash Impact	(135.1)	(87.9)	(47.2)
Reserve Status			
Operating Reserve Balance			
Initiation Fees to Asset Protection Fund	5.3		
Asset Protection Reserve Balance	213.5		
* Pro Shop Merchandise Sales, Range Revenue are net of expenses in Operating Expense			

H. FACILITIES COMMITTEE – TOM LODGE

1. The upgrade of the ladies locker room at the Lakes will require that it be closed for up to four days. The dates of the closure will be posted in advance. The floors in the lobby restrooms have been cleaned and sealed.
2. The Vistas Parking lot was thoroughly cleaned and re-stripped by the contractor, Cactus Asphalt, at no expense to the Club.

I. GOLF COMMITTEE- BILL VOGT

1. Bill Vogt, John McCahan and Bill Blackburn have discussed ways to improve the NCAA tournament. Reserving the Vistas course on Saturday for the teams and having

- a 9 hole tournament on Monday with appetizers afterward at the Links Grill was suggested. There have been complaints about having time for the teams to participate in parties on Saturday evening; this would solve that issue. Also, if we are not having a shotgun for members on Saturday we need to do something for them on Monday to help support this idea. The Weekend Men's group and the group headed by John Schwartz/Bob Marsh have agreed not to play on Saturday. Everyone on the golf committee endorses this concept.
2. All Directors and committee members need to spread the word on the Directors Cup scheduled for February 9th. This year we will have an individual signup and teams will be assigned by the pro shop. Each team will include a female. There will be a lunch afterward and a horserace to follow. The format will be a 2 person shamble and a 2 person best ball alternating per hole. The horserace will have an alternate shot format. This has always been a fun Club event.

J. GREENS AND GROUNDS COMMITTEE – GLEN JOHNSON

1. David Escobedo reported that the Vistas pump station upgrade is on schedule.
2. The dark blue flags will be replaced with royal blue flags.

K. COMMUNICATIONS – CATHY RAICH

1. Plans are being made for the next Community Appreciation Day at the Lakes and we are exploring using a space at the 2nd Sunday Farmers Market.
2. We will have a representative meeting with Karen Jones to review the following initiatives:
 - Option for donation to golf course as part of the packet distributed for HOA annual dues
 - Establish a Golf Course Preservation Fee to be included on new home sales
 - Using City of Peoria TV channel as source of information for golf club, perhaps in conjunction with HOA
 - With assistance from Amy Miller, set up a Town Hall meeting

L. MARKETING/IT-RICHARD AXELRAD

1. Redesigned hole signs which should be in place in a few weeks.
2. Enhancement Fund: Jerry Lenz donated \$5,000 before his passing. David Frey is working on getting the display stone ordered.
3. Celebration of Aces Tournament hole in one fund is growing weekly and Bob and Jana Marsh are working hard to deliver a successful fund raising tournament.
4. BroadcastAZ has delivered the first of three videos. Feedback has been good overall though we are checking with Doug Collins to see if we can have him make a few minor tweaks.
5. Rita and Steve Jobe have begun contacting members to get more input on how to grow pro shop sales. Overall, feedback has been good as to how both pro shops look but there have been comments on having the right sizes on clothing items.
6. A very generous member has agreed to donate new tee markers, which can be purchased by members. These markers are painted metal with our Club logo and can be fitted with a name plate. A sample will be on display at the Annual Meeting February 19th.

M. UNFINISHED BUSINESS

1. Steve Karch motioned to revise the December motion, accepting Marvin Mills irrigation design proposal, to include project management at a cost not to exceed \$67,000.
2. Cathy Raich seconded the motion.
The motion was approved.

N. NEW BUSINESS

1. Cathy Raich presented the Communications Committees recommendation of a new sponsorship category called "Patron", as a means to allow WBV residents to contribute to the golf club. The sponsorship is a program with tiered golf options and a commemorative brick purchase option. The Board thought the plan had merit but needed to be refined. David Frey will work with Cathy on this proposal.

ADJOURN: Roy Chapman adjourned the January 14, 2014 board meeting at 4:30 pm.

NEXT MEETING: Tuesday, February 11, 2014 at 6:00 PM in the Golf Club Conference Room.

Westbrook Village Golf Club