

Club Advisory Meeting Minutes  
August 10, 2021

**Participants:** Joel Paige, James Paige, Michael Pierce, John Sexton, Chris Rucker, Dana Mahnke, Brandy Baty, Bill Goodale and Debbie Argy

**Joel Paige**

- Best Month Ever for Membership, broke record
- Losing college kids in a few weeks which will result in moving employees around the club
- Michael Pierce promoted to VP of Property & Operations. Michael is responsible for everything outside of the main building
- Bill McKay, Sales Revenue, Chris Rucker reports directly to Bill
- Club is back to full capacity, working with less than ½ of the staff
  - o Asking everyone to be patient
- Tennis and Racquet is a big deal for the club
- Shuttle Bus – no future plans to begin operation mostly because of the financial cost. \$500,000 to operate/year. Looking at options
- Watch out for Cameron Collfield, 13/14 year old, recently played in a tournament on the Plantation Course and birdied 5 straight holes. Joel says, “You will hear about her again the day she tore up the field at Kingsmill”
- In the process of setting up a Member Volunteer Committee; Ambassador type program
  - o Drive little 8-seater bus around
  - o Greeter in hotel lobby
  - o Volunteers would be given some kind of uniform to identify you as a member of the staff with some kind of compensation/exchange (one example would be rounds of golf)
- Real Estate currently on fire
  - o Enclave – sold 2 in the last 10 days; 12 total units sold to date
- Housewives of the Potomac, which is aired on Sunday evenings, last Sunday and this Sunday, shows were filmed in the Estate House; so tune in on Bravo.
  - o Trying to get one of the housewives to come in Sunday evening for a “Watch Party”
- Club has tightened up policing of non-members using facilities. Club has sold over \$10,000 of guest passes during the month of July
- Club is following VA mandates pertaining to COVID and mask wearing and will not make any changes, to current policy, unless mandated by VA
- LPGA- currently do not have a sponsor. It is currently on the schedule but will need to pull the trigger in next 60 days at the latest. Pure Silk is interested in participating again but will not return as the Tournament Sponsor.

### **James Paige**

- Mike Wojtkowski, Tennis Director official start date Monday, August 16<sup>th</sup>.
- Golf Rounds:
  - o 2021 - 31,615
  - o 2020 - 21,365
  - o 2019 - 24,976
- LPGA Club Championship – 140 Best club Professionals, received great feedback; ladies enjoyed their experience here
- Great Junior Event exposure last week
- LPGA Amateur Tournament this week. 400 lady golfers participating for their National Cup Finals, 4 straight rounds of golf on the Plantation and River; 8am & 2pm shot gun starts
- Plantation Bunker Project is completed by contractors. Received great feedback from membership already
- Would like to push pickleball leagues.

### **Chris Rucker**

- 17 new membership Sales. Chris says 100% great team effort. Thanks Dana & Diane. 16 new members reside in Kingsmill. Some memberships are high \$\$\$'s
  - o 4 Health & Racquet
  - o 2 Corporate
  - o 7 Social
  - o 1 Young Executive
  - o 2 Full Golf
  - o 1 upgrade for full golf
- 10 New members 1<sup>st</sup> week of August
- Chris is working closely with Real Estate Team, very much a Buyer's Market
- Social initiation has increased from \$1,000 to \$1,500
- If you know of anyone that wants a club membership, let Chris know and he will personally invite them immediately and invite them.

### **Dana Mahnke**

- Great July 4<sup>th</sup> party very well received. Everyone enjoyed the food and entertainment
- New gate installed in the Community Gardens which was provided by Michael Pierces Team. Gate built from scratch
- Events Scheduled:
  - o Lu'au scheduled for this evening, Wednesday, August 10<sup>th</sup>. 75 members signed.
  - o Back to School Celebration. Just for Ladies. Mama Mia Celebration with margaritas. Mama Mia will be played on large screen, pool side.
  - o September
    - Labor Day Bash

- New Member Mixer, September 16th
  - October
    - Oyster Roast
    - Smores & Games night
    - Portrait Session

### **John Sexton**

- Events Currently being planned
- Kingsmill Restaurants (open 7 days a week)
  - Currents - open 11am-7pm
  - Elements - open for breakfast
  - The Mill - open 7am-8pm
  - Eagles - 7am-8pm
  - James Landing Grill - Thursday – Sunday 4pm-9pm
- Staffing is becoming an issue. We are where we thought we would be 9 weeks ago. Trying to reverse this issue. Making the best of the situation to keep things running
- Sunday Supper is back in Elements, August 29<sup>th</sup>, more to come in Newsletter
- Football in Eagles, more to come in Newsletter
  - Game Day specials
  - Dinner specials, try to match up food with team we are playing that week
  - Eagles will not stay open during the 3rd game Sunday night.

### **Michael Pierce**

- 70 % staffed, which is why corporate allowed contractors to come inside and fill in the bunkers on the Plantation Course. Not a full renovation, but a much-needed fill in of sand
- Agronomy staff has done a great job on all courses
- River Pool is the most challenging to keep open with college & high school kids leaving (as far as lifeguards are concerned)
  - Goal is to keep open Friday-Sunday
- Ladies Lounge
  - James & Michael walked through the lady's lounge and were able to find furniture in house to meet our needs
- Looking for ways to improve the marina.

### **Jen Paige still out on maternity**

- Joel is doing a great job with Jason running the pool in fitness center
- Matty, Spa Supervisor, running the spa.

### **Bill Goodale**

- Couples Tournament celebration was at the resort with a catered dinner in Elements. James Paige and John Sexton did a great job in contributing to the success. Feedback has been great.

**Brandon Baty**

- Fundraiser for Kingsmill Swim Team is a Regatta, Saturday, August 28<sup>th</sup>, at the Marina. James Landing Grill will be open @ noon for drinks and a grab and go menu. Boats are made by swim team members, 150 families, are made of cardboard. Boats go around the buoy.

**Club's response to our questions at the July's Club Advisory Meeting**

- Towels will not be returning to the carts
- Trash cans may not return to golf course; too much time to clean & pickup. Most golfers keep their trash in their carts until the end of their rounds or place in trash cans in bathrooms
- Starter – cannot justify someone just standing in the shed and waiting to give instructions
- Club will consider our request for directional signs on all courses
- The club prefers not to have cart signs near the greens, on the course, because it requires staff to move and replace while mowing
- The roads going to the Woods Course is owned by Bush Gardens, the Brewery and Kingsmill. The Club reminds members that there is a sign “road bumps and crosswalk approaching”.