

Advisory Meeting 9/14/2021 at 5 p.m. via Zoom Call

Present: Joel Paige, Michael Pierce, Chris Rucker, Dana Mahnke, Jan Parker, Gabriela Fellows, James Paige

Joel Paige

- opened the meeting to thank those present for their time, especially Board Members
- August was a very busy month with high occupancy rates and thus the ability to raise rates accordingly
- Service continues to be problematic, but is anticipated to improve as occupancy slows down and people return to work
- Sept/Oct projected occupancy rate is 60% (August rate was 90%); great fall occupancy anticipated with many events and activities planned

Chris Rucker

- New membership is on track and steady with 19 new members in August, 17 new members in July and so far, in September 7 new members
- 90% of new members is driven by real estate purchases and people moving into the area
- real estate market continues to be strong, which bodes well for continued new member inscriptions
- Need to ramp up on member referrals, which are lagging as compared with other clubs
- Devising new programs to encourage member referrals and open to ideas to try
- As an example, if every member refers just one new member, the membership would have a huge boost

Dana Mahnke

- August events were very well received and attended; received great feedback
- Luau at 175 members signed up
- End of Summer Bash had 120 members attending
- New Member Orientation set for Sept. 27
- Lots of events planned for the fall which will be announced in the newsletter, including a Sing Along, Veterans Day Salute and a "Paint the Pooch" event on Oct. 13
- During these events, if Associations such as KLGA18s/9s, KMGGA request to sit at a table together, they're happy to accommodate that; each member still needs to sign up and request to sit with other association members

James

- Got hit hard with staffing and maintaining course conditions due to weather, but beginning to catch up
- so far, 38,860 rounds have been played in 2021, as compared with 27,054 round in all of 2020
- LPGA events were very well received
- William&Mary event also went very well and had great feedback
- Courses are coming back from heavy play and weather challenges
- Men's Member/Guest is coming up; sign-ups were disappointing, but the club is looking to make the Member/Guest a big event
- Club Championships are coming up at the end of the month/beginning of October
- Junior Fall series sign up is great at 42 kids enrolled which is double from 2020

- Social league has been extended through the end of September and potentially into October, if interest remains high; times may be adjusted with days becoming shorter
- Association schedules are set for 2022
- Shooting for the end of October for new portal roll out; training of staff taking place
- planning on 1-2 more capital projects - range mats and for ladies' locker room new furniture and a ceiling fan

Mike Pierce

- Aerification schedule beginning with the Plantation Course next week, followed by River on Oct. 4,5,6 and then Woods Oct. 20,21,22
- Off season project: mostly tree work, which hasn't been done in a few years
- Marina - Mike leaving Oct.1 with active recruiting of replacement taking place
- Schedule will be reduced with closures on Tuesday and Wednesday
- Plantings and color additions to the resort planned for the fall

Pool (covered by Joel Paige)

- Member feedback has been good for both pools and snackbar operations
- River Pool will remain open until the end of September

Mike (Tennis)

- Women's charity tournament just completed with 50 ladies playing; \$40K raised for 4 charities; good feedback on the tournament and luncheon
- Davis Cup is coming up
- Men's Charity tournament the weekend after Davis Cup
- Courts have been fixed
- Juniors program is up and running
- finishing up his first month at the club and it's been a great and busy month

Joel Paige closing remarks

- No plans to re-start the shuttle program due to high expense; talking to either a third party vendor or creating an arrangement with KCSA
- continuing to fight the COVID battle; letter went out alerting membership to positive tests by members; EMPHASIS on members notifying the club IMMEDIATELY if they have used the club in any capacity and either tested positive or think they've been exposed to COVID. Pleading with members that if they do not feel well to stay away from all club facilities
- A lot of positive momentum happening with attrition rate declining; mostly "forced attrition" (moving or death)
- Resort got beat up on Trip Advisor mostly due to rooms not being ready by the 4 p.m. check-in time, but the resort is confident that they have turned the corner on that issue

Confidential - major capital improvement planned for Fitness Center with gym equipment being moved to a temporary location during renovations; planning to keep pools open during renovation

