

Lincolnshire Fields Country Club
Board of Directors Meeting
Tuesday, February 26th, 2019
5:30 PM
Garden Room

Attending: Dave Jones, Toney Tomaso, Tony Zahrn, Sue Peterson, Todd Mayfield, Randi Lundstedt, Steve Hartman, Justin Waffle, Larry Grill, Jim Burgener

Absent: None

Meeting called to order by D. Jones at 5:30 PM.

Minutes from Jan. 2019: Jim B. Moved to approve, 2nd by Dave J.: Passed unanimously

GOLF COMMITTEE: worked on event sponsorship for 2019 (based upon adjustments from 2018); added Ryder Cup level and there are new dollar amounts involved; raised in 2018: \$12,000.00 to \$13,000.00. purpose is to add value to the events and not raise the cost, and of course give businesses marketing opportunities. No questions for the sponsorships / advertising.

We are driving participation by members with this new Ryder Cup points format. You get bonuses for early sign up, and for other actions by members like bringing in new members.

Rob (our Pro) simulated what the Ryder points would look like from 2018 (see BOD materials). Steve H. Points out it would be a good thing if the sponsorship money is used for the Ryder Cup event at the end of the year as a total perk for the “winners” (for example the first 20 men, and first 4 women ... play in the event).

Discussion had as to when to roll this out (date wise). Still being decided.

Mean 18 sign up/participation comes after this event ... will go towards POINTS in the following year (2020).

Discussion of the value of participation vs. performance on the course.

Toney T. to investigate whether using the Ryder Cup designation for this new point format at LFCC would be a copyright infringement issue for LFCC.

Toney T. Made a motion to approve use of the new Ryder Cup format for points, and it was seconded by Sue P.; passed unanimously

General Manager Report

Updates on Financials by Justin W.

- revenue is off budget (both in Jan. And Feb.)
- We are flat, but only off by about 4%

- Payroll expenses are down 12% this month
- We are seeing improvement as to expenses compared to budget; down 13%
- Inventory is down based upon Rob's sales event however COS were inflated due to sale
- You will see a "hit" in March (about \$8,000.00) over budget for grounds/maintenance... due to late invoicing, it was supposed to be seen in Feb., but you will see it in Mar. 2019.
- Food & Beverage training has gone very well and in line with the overall plan of action/future action planning
- Concern: Membership. We have lost 23 and we haven't seen a replenishment of this number yet; we budgeted only 12. We continue to market new members. Dave J. Wants to forecast what the budget should look like if we do not make up this number of new members; how will it impact our financial bottom line. Justin W. Will look into this.

Point: Tony Z. As to getting the word out to membership as to the importance of pushing the membership to bring in new members. How to do this was discussed. Dave J. Talked about getting the word out to folks who have bought houses around the Club and getting invites out to them to visit and consider LFCC.

ANNUAL SURVEY: Justin W. Is advocating a follow up survey to drill down a little further to answer some questions.

- Where we need to improve food quality and food service (consistency and quality)
- Good news: we are/were aware of this. Chef has worked a long way already in improving this to solve this short-comings. Justin W. discussed what Chef has done to bring continuity to food prep/cost. Expectations have been taught to the new workers and they have signed off on the fact as to what they have learned so they can be accountable.
- Justin W. Has created an action plan (including what has already been done) for dealing with the criticisms found in the survey. And, we discussed letting the membership know what we found out with the survey and what we are doing to remedy these issues.

Facility Improvement: most is weather contingent, so things are not progressing just yet. We are holding off. PROJECTS: gutters, siding, painting, speakers, and more.

- Todd M. We anticipate warmer weather and with that he can start work on the cement project between the courses/under the highway.
- Everyone agrees to get these projects done before the golf / pool season is upon us to as to avoid disruption with the memberships enjoyment of the Club.

2019 LFCC Fees (as proposed by Justin W.)

Discussion as to lockers, costs, fee, towel fee and how this fee (towel fee) will be charged again (we did not for a few years); get the word out as to available lockers for men and women.

Discussion of having a Pass for Social members when bring guests/grandchildren; asking Justin W. To look at records as to how many times members brought guests so we can look at the numbers and how to “price” the potential Pass (The concept discussed was prepay for certain number of grandchildren guests in lieu of paying per use).

Motion as to Fee Schedule as proposed by Justin W. Done by Steve H. (Motion; and 2nd by Dave J.; approved unanimously

Associate Membership Categories / costs: we need to, in essence, re-approve these because the Bylaws require us to do so; Motion to approve by Toney T. ; 2nd Dave J.; approved unanimously

House Rules:

Focus of conversation as to the rules as to what you can/cannot wear in the Dining Room and how that impacts future membership and our future action plan; we will table this discussion and look to better language regarding what can and cannot be worn.

Sue P. Discussed having men and women, if inside Stingrays, wear a t-shirt or cover up and cannot be topless when dining or drinking; this does not apply to someone just picking up a drink; we need to work on language to solve this issue.

Dave J. Motion to approve House Rules; 2nd by Toney T.; motion carried unanimously

Clifton Larson Audit report: no negative findings, and all went well.

New Business: Mystery dinner event (Todd M.) (as an example), or any other event. We need to let the membership know HOW MANY people are going and how many we need to make sure the event takes place. Like, with the dinner event, we needed “X” number and if we don’t get it we can encourage folks to join (although we admit this can backfire as well). Discussion as to who to get the word out so membership is informed.

Sue P. Let’s get e-mail addresses to all members for both husband and wife so everyone stays informed (and the husband doesn’t just delete the e-mail).

Noted the E-Mail business done by the BOD over the past month.

Email Business:

- a) Previous Email votes:
 - i) NEW MEMBERSHIPS:
 - (1) Mary Brueckner (Dining member) – Approved 1/27/2019
 - (2) Ryan & Caitlin Drake (Junior members) – Approved 2/20/2019
 - ii) MISCELANEOUS:
 - (1) Marjorie Ramirez- Leave of Absence

EXECUTIVE SESSION: no notes taken

Next meeting: 3-26-2019 at 5:30 pm