

Minutes

Pinehurst Country Club

Board of Governors

January 16, 2012

Governors Present: Dick Biegger, Nancy Brooks, Gary Evans, Richard Lawson, Merle Lewis, Dennis McCann, Duff Meyer, Sandy Smith, and Diana Staley.

Also attending: Ed Renner, Appointed Treasurer and Gary Strohl, No. 7 Board President

PCC Management: Don Sweeting, Chad Campbell, Nancy Sadler, and Gina Brooker.

PRESIDENT'S REPORT

Richard Lawson called the meeting to order at 3:30 PM. He introduced and welcomed Gary Strohl, President of the Board of Governors at No. 7. The Minutes of the December 12th Board meeting were approved as distributed. All cart waivers have been approved since the November Board meeting.

Richard received several emails from Members, which were discussed. Several Governors believed that the suggestion for memorial benches would not be manageable particularly concerning maintenance. The House Committee supported a member recommendation to title the employees' holiday fund the "PCC Members' Club Employee Christmas Fund," and the Governors voted to approve the Committee's recommendation.

A Member recently expressed her opinion that the Member Minute did not include just-in-time information and that it was not well formatted. Over a year ago the Governors worked with Chad Campbell to develop Three-Months-At-A-Glance as a way to remind members of events to include links to tournament applications, etc. After more discussion, the Governors agreed that the Member Minute information is timely; and no changes are needed at this time.

Richard received a delineation of the tee time requirements from Rich Wainwright of Yield Management. Don Sweeting will schedule a meeting with Rich to follow up on additional items that may need to be included.

VICE PRESIDENT'S REPORT – Dick Biegger had no report.

TREASURER'S REPORT – Ed Renner sent the Governors the proposed budget for the Board prior to the meeting, and it was approved after a discussion. The two CD's will be renewed at First Bank. Ed asked the Chairs of the organized golf, tennis, lawn bowls, and croquet committees to give him the names of the treasurers for these groups so he can collect their activity reports.

COMMITTEE REPORTS

Communications – Sandy Smith mentioned that the MEMBERabilia will feature handicapping in the February issue and golf rules in March. Richard reminded the Governors that Committee meeting minutes should be sent to the Governors and to Gina Brooker for posting on the Members' website.

Diana Staley reviewed the Blog Summary Report for December on Board initiatives of value to the membership. Although it is difficult to state exactly how many Members participated (Members could choose more than one initiative), we can say 148 Members visited the Blog in December. This is probably a good estimate of participants since Bloggers include full, recreational, and social members; and 104 Members chose “free driving range balls” as the top benefit.

Other Board achievements that Members cited include: discounted golf rates for Members and guests; special advance tee time requests; special golf rates to play No. 8; electronic bill statement delivery; brick restrooms on courses no. 1, 3, and 5; member bag carrying on No. 2; the Credit Book; and the member 15-minute parking places at the side of the Clubhouse.

The five posts submitted were reviewed as well as miscellaneous feedback on a variety of topics. For February, the Board supported the draft on handicap poll questions.

Golf – Merle Lewis reported that the MGA has developed a procedure to address pace of play, which will involve having the rangers enforce slow play by asking the men involved to skip a hole and take net par. MGA sent out an email blast alerting members, and the policy change will be printed on the back of upcoming scorecards on days of play.

Green – Nancy Brooks said the Committee will be following the changes to No. 1 scheduled to begin in July and the expansion of the practice area to start at a later date.

House – Dennis McCann said there are four new members on the House Committee, and Carol VanZanten will also be participating this year. The Harvest Moon Ball is scheduled for October 26th. Golf Around the Club is set for February 24th. The Employee Christmas Fund checks totaled over \$12,600 last month.

Membership – Duff Meyer reported there are some new members on the Membership Committee representing our younger demographic. The Committee discussed the benefits of recreational membership relative to full membership. Currently, a Full Member playing less than 56 rounds of golf a year would benefit from recreational membership so the Committee discussed if more value should be added for Full Members (e.g., tee times further in advance).

The Committee decided not to pursue sending sympathy cards to family of deceased members, and they will take the lead this year on Girls, Giggles, and Golf.

Tennis, Lawn Bowls, and Croquet – Gary Evans said the lawn sports courts are in great shape with only Court 1 needing some repair. The calendars for tennis, lawn bowls, and croquet have been finalized for 2012.

CLUB MANAGEMENT – Don Sweeting reported on the following:

- A consultant is working with PCC on identifying appropriate membership categories that would meet the Club’s needs. This individual was involved in the 2006 focus groups with PCC members. One category may involve transferability of property membership but with no associated benefits. Proposed changes should be ready prior to the summer.
- Because the membership categories are under study, no changes to the current dues structure will be made at least until the summer. Non-usage members with no benefits (referenced above) may positively affect dues revenue and could keep dues

increases minimal. A new pricing structure will coincide with any new membership categories.

- Regarding membership temporary downgrades based on medical reasons, the Club believes it would be difficult to determine what timeframes could be used for temporary medical disabilities. Members can apply for waivers of cart fees for medical reasons.
- Private cart fee contracts for 2012 were changed to include the option of paying quarterly or annually.
- The days in April and May when a 20% discount would be available for all Members have not been identified yet.
- Hardwood floors were recommended by the House Committee in the main dining room to accommodate a larger dancing area. The recommendation will be reviewed with the club renovation consultants. Noise level will be a factor. Hopefully, the final plans for the Clubhouse renovation will be available after March.
- The new member logo will be available for the Board to see at our February meeting. It will include the Putterboy. Duff Meyer asked if there would be sufficient sales to justify an inventory of member merchandise. Don said the inventory would be small until demand warrants.
- February 29th is the date for the PCC Appreciation dinner for the Main Club and No. 7 Boards. Don said the spouses of PCC management would not attend this year. After the Governors voiced support to cover the cost of their meals, PCC said they would reconsider their decision and let the Board know.
- Nancy called a Member concerned about closing the snack bar at No. 6 during the winter months when there is reduced play. If there are more than 70 golfers who plan on playing that day, the concession area will be open. During last week's WGA play, the snack bar was open and there were \$27 in purchases over the course of 7 hours, which did not cover staffing costs.

OLD BUSINESS

There was no Old Business.

NEW BUSINESS

Ed Brooks has volunteered to take pictures of the three new Governors at the Board Appreciation dinner. These pictures will be used for the display in the Members' Club lobby. After a discussion on roles of Governors who have other leadership responsibilities of Member groups or events, the Board agreed the Chair of the Golf Committee could also serve as Chair of the MGA. Richard will call for a special Board meeting to discuss options for reformatting our annual December membership meeting. Dennis McCann suggested a Blog post asking Members to provide feedback on how best to deliver our annual report.

After the meeting ended and PCC exited, the Board discussed if executive sessions could be scheduled when Governors need more time to consider topics in more depth. Governors may at any time notify Richard that they would like a separate meeting for this purpose.

Next Meeting: Monday, February 20, at 3:30 PM.

Respectfully submitted,

Diana Staley, Secretary.