

# Board of Governors Minutes

## Meeting Minutes: September 8, 2008

In attendance were Joel Paige, Phil Slifka, Kathy Blazer, Judy Furlotte, Maureen Quinn, Jane Broderick, Margaret Byrnes, Bonnie McCloud, Ken Storey, Bob Hodgson, Jon Whittemore, Carl Ferris, Elaine Solomon, Walter Schiff, Mitzi Polachek, Brian Robideau and Joe Mottle.

Chairman, Walter Schiff opened the meeting at 4:30 pm. The Board of Director's minutes for July were approved.

A. Management report – Joel Paige reported.

1. Renovations are on schedule. The meeting rooms and ballrooms are being finished and the hotel suites are being redone now.
2. Renovations at the Fitness area are started. It will include lighting, carpeting, HVAC work, new counters in the bathrooms and new fitness equipment. Most of the work is being done after hours so disruption for members using the facility will be kept at a minimum. Approximately \$1,000,000 is being allocated to the facility and it definitely will have a new look.
3. The Croquet courts are being redone. 4 of the courts will be regrassed and a bathroom will be added. (2 are being done now and the other 2 will be done after season) Also landscaping enhancements will occur.
4. The Estates Golf course bathroom permitting is progressing and hopes to break ground in one month. It will be tied into the new sewer lines constructed by Lennar homes at the Estates.
5. There have been new hires and some in-house promotions which are designed to enhance the membership experience at PGA.
6. The lazering of the tees on the Haig Golf course is being done and some cosmetic work is also expected at the Spa.
7. The Masters ballroom and the 19th Hole will be redone after the Honda.
8. Café Pronto will open around Christmas time in the main lobby of the Hotel.
9. The valet and front of the Member's club renovation will be done shortly.
10. The Golf Academy building will be the home to the Dave Pelz Scoring School. They will also be utilizing a new putting surface that was a croquet court. The bathrooms by the Academy will be updated. David Leadbetter will

have a modular building set up on the back of the Haig range. Clinics, Open Houses and other activities are being planned for the members. The Leadbetter Golf Academy will be operational by Nov. 1 and the David Pelz Scoring School by Jan. 1. Also a company called Hotstix will do complete custom fitting of golf clubs for members and guests of PGA.

11. The tennis area has earmarked between \$100,000 and \$150,000 for next year. This information will be brought to Tennis committee for discussion of their priorities for next year.

12. Lighting will be done on the drive up to the Club House in the next 2 months.

13. The Proshop will have some minor changes done which includes new carpet, some new fixtures. A date for that has not been set.

Management report - Kathy Blazer reported.

1. We have 8 new members in July and 8 new members in August.

2. Board nominations are in the mail and on the website. The deadline for nominations is Sept. 19th.

3. Plans are in full swing for the Fall season. Pub Club will begin on Friday nights with ½ price drinks, juke box and celebrity bar tenders to kick off the first Pub night. Announcements on the web, flyers and golf cart ads are in process.

4. New framed billboards will be seen at the Health and Racquet Club and in the Member's Club on the left wall as you enter the front door.

5. A consistent schedule for the season is being set. Seafood Buffet will be once a month on Saturday evening, Trivia night will be on Thursday night, Nosh and Nibbles will be on Wednesday night and the Pub club will be on Friday evenings.

6. The Board position being vacated by Nobuyo Gronauer will be decided by a vote of the Board. The Committee chairs that have served this year will be asked if they are interested in serving on the Board for 1 year. Their names will be presented to the Board and one of them will be elected to serve that 1 year term. This will occur before the overall election takes place.

7. The next Board Meeting, October 13th will be from 4:30- 5:30. Dinner will follow at 6:00 with spouses invited.

Management Report- Margaret Byrnes reported.

1. Renovations are very exciting to the staff at the Health and Racquet club and programming for the season is being favorably received by the members.

Tennis report- Joe Gallucci sent a report

1. New court chairs and tables have been received and this has greatly enhanced the appearance of the courts.

House Committee report- Mitzi Polachek reported.

1. The in and out doors are permanently fixed leading into the locker rooms.
2. Art work is being worked on for the Member's club.
3. Friday nights are totally casual- no jackets required.
4. Computers are to be moved in the men's and ladies locker rooms on September 8th.
5. There are 3 openings for the House committee and those who have indicated an interest will be invited to the next House committee meeting.
6. A request to adjust the air conditioning in the Activity Room will be addressed. Members are requesting it not be as cold for Monday bridge.
7. Framed glass info boards are ordered for the Member's Club walls to alleviate the need for easels and posters.
8. The casual attire versus the men's jacket requirement was discussed. It will be reviewed as the season begins to see if changes need to be made.

Entertainment report- Judy Furlotte reported.

1. The feedback from Darrel Chambers' event was that he was really fabulous!
2. 80 people attended the Labor Day barbecue and it was greatly received.
3. Upcoming events include a Tastings and Pairings on Sept.22 with New Zealand cuisine.
4. The Hot Rod show with "Rod Stewart" is the major opening event on Oct. 24th.

Golf report – Jane Broderick reported.

1. There are several staff promotions that are to improve service levels to the members, improve personal contact with staff and the members, and help to insure that the member's club experience is truly a club experience.
2. Tina Peek will be Head Professional, Jason Dagnan, Members Professional,

Rebekka Murray, Director of Tournament Operations,  
Tim Rule and Larry will be operating the Estates Golf course.

3. Signage and a clock will be placed in the staging area. Luke is doing a great job as a master greeter and a great on the spot problem solver.
4. A request to the appropriate Water Authority regarding the need to improve the conditions of our ponds will be addressed.
5. A request for reflectors on the golf flags was made. It helps with the use of hand held range finders.

Golf report -Barbara Sedransk reported.

1. The Tuesday sign up will be done on line instead of in person in the pro shop. This should make implementation of the program much easier.
2. Pricing for members in the Pro shop is being addressed. Resort guests can be charged whatever the market will allow but the member's need to have discount to increase sales volume and member value. A pre- sale program is being planned.

Communications report – Elaine Solomon reported.

1. The web site is really up and running. There are only a few missing pieces that are in process. The feedback has been great. The Email blasts from Carol Marotta focus the main events for the week and are presented well.
2. A telephone campaign will begin before the 1st Pub night being held on Oct.10th. Committee chairs and Board members are being asked to help insure we get the Pub night off to a great start by phoning friends and inviting them to participate.
3. The fall campaign will focus on all the activities, entertainment, new resources, upgraded facilities, and positives that have been done for the PGA members.

Board President- Walter Schiff reported.

1. Requested that each Board member prepare a short statement on how the Board can become more relevant. This short report should be emailed to Kathy Blazer by October 1.
2. A recap of this year's activities will be prepared by Kathy Blazer for the next meeting on Oct. 13th.

Management report - Joel Paige reported.

1. There will be a 9 1/2% Dues increase this coming year. The cost of doing business which includes labor costs, health insurance, gasoline; deliverables to members are all on the rise. Cart fees will be going up \$1.00 as well. It should be noted that the Board does not have any control over fiscal decisions made by Management.
2. There will be unlimited range ball program.

The meeting was adjourned at 5:45pm.