

Advisory Committee Meeting

Meeting Minutes

Monday, July 2, 2018

I. Called to Order

Andrea Knox called to order the regular meeting of the Advisory Board at 9:00 am on July 2nd, 2018.

II. Roll Call

Camille Hinsch, Jim Golomb, Jackie Poole, Sara Lockhart (sitting in for Suzette Sweeny), Guest - Dr. Thomas Devers, John Koyak (arrived at 9:35 a.m.), Andrea Knox, Jeri Harper, TJ West, Amanda Holden.

Andrea wanted those in attendance to be aware that the 1 year service term is coming to a close for our three "Members at Large" on the Committee. WGA, MGA, and LGL representatives' service year switched last month with the change in league boards.

III. Review of June 4th Meeting Minutes

Hard copies of the June 4th minutes were provided to Advisory Committee members to review. Andrea mentioned that although July at Grand Haven is generally quiet, this month is going to be busy! Several events are already planned and we now have the Grand Haven Living Real Estate offices meeting in the restaurant on Monday mornings. Andrea also used this time to provide a quick over view of the month of June. June, 2018 beat 2017 in all areas of sales in both the golf shop and restaurant. We took on six (6) new Social Members and three (3) new Golf Members. Jeri has approximately 46 member prospects in her pipeline at the moment. Dr. Devers mentioned the state of New Jersey is raising their state income tax, similar to what happened in Connecticut a few years back. Dr. Devers believes there will be a mass exodus of individuals leaving New Jersey and relocating in Florida. Perhaps Grand Haven/Escalante could develop and focus marketing strategies towards these potential members. Andrea and Jeri appreciated the insight.

IV. Golf Course Review lead by TJ West

- a. Just trying to play catch up – 13.25" inches of rain fell during the month of May and June had 9.5". All this rain creates ideal conditions for wet weeds to begin popping up. The greens mowers had been dropped to 1/10" but then had to go back up to 1/8" due to excessive rain. T.J. has also noticed "Fairy Ring" starting to materialize. Typically, February is cold and using fungicides will help hold off the rings. Unfortunately, February was warm and at the time, T.J. was not sure if putting down the fungicide would have been a good idea.
- b. T.J. also mentioned he may be going to Pumpkin Ridge August 8th through the 19th.
- c. Current Course Conditions:
 - i. Bunker edging is going well. Front 9 would be finished by end of day (7/2/18) with 4 of the back 9 to be completed by Tuesday, the 3rd.
 - ii. Dr. Devers mentioned how the green speed had been slowing down and Grand Haven should make the greens similar to what is up north. Since members and potential members are predominately from up north, Dr. Devers felt having green speeds similar to what these northern members are used to and expect would attract and keep them. Dr. Devers suggested hand mowing the greens to increase speed. Andrea brought up the fact it is a constant battle maintaining the balance between green speed and turf health. Our primary focus is on maintaining

healthy turf first. Walk mowing also requires more labor which is a major consideration. We can certainly look in to the cost involved and discuss later. Dr. Devers felt the hand walking of the mowers would truly fix the speed problem, increase membership, and be more competitive with the other clubs in the area.

- iii. T.J. informed the Board the CDD finished replacing the 3rd irrigation pump and the 4th irrigation pump has been pulled for repairs. After two years and considerable expense on behalf of Escalante (we pay 75% of all the expenses related to the system) all four pumps will be in good working order.
- iv. Speaking of irrigation and pumps, T.J. also wanted to reiterate the drainage pattern of the course. All the bunkers on 18 drain to the lake but levels are still very high. Holes 2, 16, and 18 also drain to the lake. The water does eventually find its way to Graham Swamp but will drain slowly from the course if the swamp is full.
- v. Andrea mentioned all tee markers are out. Bricks will be placed in the ground to permanently mark their location. Andrea will also be requesting a new rating for the red tees from the USGA.

V. Clubhouse Update

- a. Jackie Poole asked for an update on the landscaping schedule. T.J. said Dixon Outdoors will be out later in the week with a proposal. T.J. does not expect another proposal from Yellowstone but feels very comfortable with Dixon and will probably just go with them.
- b. Andrea also mentioned no date has been set for Escalante to visit but should be given a date shortly.
- c. Jim Golomb asked for an update on the USGA rules. Andrea responded that she and Billy plan to do a seminar on August 7, 2018 to bring players up to speed. The seminar should last about one hour. Andrea would like for the Club to have the new rules in place by September 1st. Jackie voiced her concern about Grand Haven adopting the rules early as compared to the other clubs in the area. This could cause confusion with members playing at one club with current rules versus Grand Haven using new rules. Andrea suggested she would call the USGA for input on the matter.
- d. John Koyak wanted to know why the minutes were not posted on the Club's web site. Andrea explained they were emailed to the Advisory Board members a week prior to the meeting and she was waiting for feed back before posting the final version on the web site. The last minutes will be posted to the website after today's meetings

VI. Food and Beverage

- a. Andrea relayed June, 2018 outperformed June, 2017 in regards to restaurant sales across all categories. Thank you to everyone for your support and patronage.

VII. Upcoming Events

- a. Andrea discussed upcoming events in July. July 10th, the Club will be switching to a new internet, music, and television provider - Spectrum. On July 11th, VIP (our IT people) will be here to complete the transformation from the old Windstream system to Spectrum. In addition to losing Windstream, the Club will no longer have Direct TV. Again, Spectrum will handle the television and music. The entire conversion will take a couple of days. Hopefully, any interruption in service(s) will be short lived.
- b. Grand Haven will also be converting from Golf Net to GHIN on July 23rd. There will be a learning curve involved for everyone in regards to the new system. The change is part of a greater effort by the USGA to go to a worldwide handicap system. Jackie asked if

there would be a mobile app. Andrea said she would double check. T.J. added there is a GHIN app on Apple but it is not highly rated.

- c. New score cards should be here in approximately 3 weeks. Light and Dark Oak are on the cards, green tees are also on the cards. The new card will be similar to the old card but with the blended tees inserted and made easier to read.
- d. Jeri brought up three (3) major events which will be occurring between now and the end of the year:
 - i. “Take a Crack at Jack” days. These days will be guest days falling over 3 different Monday’s. The dates are July 16th, August 13th, and September 17th. Every time you play a round, you get a chance to win an Associates Membership through your name being placed in a drawing. The more times you play, the more chances to win! The winner would have a Trial Membership from October – December, 2018 ONLY. Drawing will occur after the September event. The restaurant will be open on these Mondays with food and beverage specials. ***Since this meeting, the July 16th and August 13th dates have been eliminated in favor of one only one date for the event which will be Monday September 17th.**
 - ii. 2nd event – Grand Haven Golf Club Open House. Scheduled for Tuesday night, September 25th from 4:00 – 6:00 p.m. This open house will be a member mixer with stations for members and guests to ask questions, meet staff, and meet other members. Light hors d’oeuvres will be served along with a limited dinner menu.
 - iii. 3rd event – 20th Anniversary Celebration Event. The event is scheduled for Saturday, October 6, 2018. The Club would host an 18 hole tournament beginning with a ceremony and followed by cocktail party. Plans are still in the works. Jeri and Andrea both invited members of the Committee to offer suggestions on how to help celebrate this milestone with the club.
- e. The Haven Family Fund Tournament was just booked for Monday, October 1st.
- f. Back on Thursday, June 28th, the first meeting of the Men’s Invitational Tournament occurred.

VIII. Adjournment

- a. Next Advisory Board Meeting will be on Monday, August 6, 2018 at 9:00 a.m. Meeting was adjourned at 10:10 a.m.