

**Sudden Valley Golf Club Board Meeting  
Monday, February 27, 2023, 5:00 pm  
El Agave Restaurant**

Attendees:

*Board members:* Brian Kruhlak, Lorna Lane, Rick Larrabee, Jean Maixner, Dan Perrino, Melissa Reece, Dave Strauss

*Guest:* Stu Mitchell

*Absent:* Guy Calb, Kelly Devlin and Beth Johnson.

**Introduction by Club President, Jean Maixner**

Jean thanked Brian for coordinating the Winter Series. She also wanted to thank Greg for all the work to improve the drainage on the course.

The meeting was called to order at 5:06 pm by Club President, Jean Maixner.

**Survey Monkey**

When Jean arranged to use the Survey Monkey website, she didn't realize that we would be limited to just 40 responses. We received more than that but have been unable to access the remaining responses and Jean has had no luck contacting the website about accessing those responses. Both Dan and Melissa have agreed to distribute the survey to their respective Clubs so we can get a better feel for the desires/interests of the membership. Jean will provide a copy of the survey to Melissa since she did not receive a copy of the original e-mail.

**Electronic Votes on 2023 Schedule and the Use of Beautification Funds**

Jean requested the Board vote electronically to approve the 2023 Schedule and the expenditure of Beautification Funds (\$1,654.13) for the sod on the new Gold tee boxes. Vote was unanimously approved on January 22.

**Budget**

Motion was made and seconded to open discussion on 2023 Club Budget. (Dan/Melissa)

The carryover for 2023 (\$5,143.12) was much less than the \$10,000 carryover we had in 2022. You will recall we had fewer events in 2021 because of Covid which resulted in the large year-end surplus. The projected revenue for this year is \$18,000, approximately the same as last year. It was noted the number of memberships has increased 2 ½% over 2022; however, there have been more Social vs. Full Memberships and the change in due date for annual dues to December 31 have impacted the amounts received to date .

The \$730 loan to the Men's Club to cover overages on their Invitational budget will be deducted from their 2023 budget.

Budget as amended was unanimously approved. (Dan/Rick)

**Promotions**

To help increase Memberships, the Board has budgeted \$250 to cover the cost of flyers and posters promoting membership in the Club. Jean has created flyers for the overall Club as well as the Ladies and Men's Clubs. Melissa and Dan will review those for their respective Clubs and advise Jean of any changes. Brian has agreed to have flyers available at the front desk of the Pro Shop and posters will be hung in the Men's and Ladies locker rooms. Jean will arrange to have them printed and Brian will supply the copies for the Pro Shop. In addition, Jean will contact SVCA, The Valley Market, Pro Golf Discount, Volli Center and Dick's Sporting Goods about hanging flyers in their respective locations.

**New Business:**

*Welcome Package* – Guy created an extensive package which has been modified and will be distributed via e-mail to all new members. Brian will include the three new promotional flyers in that Welcome Package.

It was confirmed that the SVCA offers a free round of golf to all owners who pay their dues in full by January 1 of each year. In addition, each quarter Brian sends an e-mail to all new owners introducing them to the course and offering them a half-price membership for the first year. He will also include our new Golf Club promotional flyers in that communication.

*Newsletter* – Our goal for the first issue of the “Sudden Valley Golf Club News” will be April 1. In addition to welcoming home our Snowbirds and posting results of Winter Series, we’ll remind those who haven’t yet to renew their memberships and mark their calendars for the Ladies and Men’s Invitationals. Dan and Melissa will provide a write-up for these events and Brian will ask Greg to write up something regarding the work completed by Turfcare over the winter.

Next SVGC Board Meeting is TBD.

Meeting adjourned at 5:40 pm. (Jean/Dave)

Respectfully submitted,

Lorna Lane  
Secretary