ROCKPORT COUNTRY CLUB MEMBERS ASSOCIATION

BOARD OF DIRECTORS MEETING MINUTES

May 17, 2017

A regularly scheduled meeting of the Board of Directors of the Rockport Country Club Members Association was held at the RCC Clubhouse, 101 Champions Drive, Rockport, Texas.

**PRESENT:** Jon Heffron-President, Stan Davis – Secretary/Treasurer, John Wheeler-First Vice President, Tiffanie Hoover, Charles Giesey, Mike Couvillion, Ric Young, Herb Sutter and Chet Cloudt.

Also in attendance were: James Creekmore and the General Manager - Rick DeLoach.

The President convened the meeting at 8:00 AM.

**GUESTS:** There were no other guests attending the meeting.

**APPROVAL OF MINUTES:** April 2017 Board Minutes: Approved with no changes.

**FINANCE REPORTS:** Presented by James Creekmore, Reports referenced.

* Balance Sheet and Income Statement
* Cash Flow
* Cash on Hand
* Projected Cash Balance
* Total cash projected for February 2018 is currently estimated to be $303,615 based on adjusted year-end net income, no proposed capital expenditures and expected cash flow from operations.
* Rick advised that the capital expenditure plan by department was still being worked on but would be available soon. Jon requested the list of capital items without the actual cost estimates so the Board might have some idea of what the future requirements might be.

**GENERAL MANAGER’S REPORT:** Rick DeLoach

* Rick provided the Board with the April Financial Review. Total membership has gone from 476 in April of 2016 to 451 in April of 2017.
* Food and Beverage had a good month in April due to special events. Cost-of-goods-sold were above budget as a result of increased sales.

**SWIM/TENNIS/FITNESS COMMITTEE:** Tiffanie Hoover

* Committee Meeting Report: There was no April committee meeting.
* There was a discussion regarding replacing fencing at the STF area and initiating a “key card” entry system to monitor usage and determine who is using the facilities.
* Tiffanie advised that the sign-up sheets for tennis, pool and fitness are not 100% accurate.

**HOUSE AND ENTERTAINMENT COMMITTEE:**

* Committee Meeting Report: Report referenced.
* Mike advised that Republic will be providing a new dumpster as soon as possible today to attempt to keep the raccoons out of the garbage.
* The committee is looking into a new phone system with Voice-Over-Internet Protocol from Tele-Pacific.

**MEMBERSHIP AND BY-LAWS COMMITTEE:** Ric Young

* Committee Meeting Report: Report referenced.
* The new Marketing Director, Stan Reeder, will be working with the Portland Area companies to promote Corporate Outings at RCC.
* One of the one-month trial memberships has converted to an Associate Membership.
* The Club is looking at providing Hogan Homes with a package that will allow the first 5 buyers in their new development to have a full membership at RCC.
* The Board is encouraging the Marketing Director to increase the Club’s presence and exposure to social media type websites, to get other web sites to show a link to RCC, and to look at opportunities to be included in YELP and Google; or any other worthwhile opportunities.
* Jon asked Rick and the Membership committee to develop a list of what they would like to have to develop their marketing program, such as the purchase of various lists of marketing targets, the cost of the programs, advertising opportunities and costs, so that funds might be made available to pursue the best opportunities.
* John Wheeler asked for some sort of metrics or analysis that would track our membership efforts versus our ongoing membership increases or decreases so that the Board would be able to evaluate the effectiveness of any marketing programs that are initiated.

**GOLF COMMITTEE:** Charles Giesey

* Committee Meeting Report: Report referenced.
* Total rounds of golf up for the month and year-to-date.
* Discussion centered on getting more publicity and recognition of RCC golf activities. The club should seek recognition in local publications, the RCC Homeowners association, and wherever possible.

**GREEN COMMITTEE:** Herb Sutter

* Committee Meeting Report: Report referenced.
* Herb reviewed the current activity by the GCS and crew which included the fertilization program, mower height of fairways, and irrigation.
* The committee is evaluating the irrigation filtration system for maintenance and improvements.
* The club has received some of the new lease equipment from John Deere, and the balance of the equipment is coming soon.
* There was a discussion regarding the bridge on the fourteenth hole.

**OLD BUSINESS:**

* It appears that the monthly Summary Income Statement is not reflecting the old Department 9 (Lockers), expenses, due to a glitch in the programming. Rick advised that adjusting JONAS to pick up the Lockers Department expense in our summary income and departmental income prior-year comparisons could cause problems with the already completed audited financial statements. It was determined to make mental or manual adjustments for the remainder of 2017, and that the problem would fix itself in 2018.
* The Board has requested that Rick finalize the bidding process for fencing around the pool area and key card entry to STF.
* Rick advised that it would be difficult to get the golf course equipment into the lots by the tennis courts to clean/clear the lots the club is offering for sale. He advised it may be possible to cut a walking trail through the area that would allow prospective buyers the opportunity to look at the property.
* Rick advised that the P/L statements from various events will be prepared and presented to the Board.
* Jon advised the price for the property near the tennis courts had been lowered to $249,000 from $279,000 in an effort to attract buyers. The existing listing agreement will be allowed to continue on an “at-will” basis.
* It was determined by the Board that the club should review and simplify our Rules and Regulations. The Department heads will be reviewing and making recommendations for changes to the rules and regulations affecting their department.
* It was determined that the account of Andy P. Moore will not be written-off as the estate has indicated it will pay the past due amount.

**NEW BUSINESS:**

* Rick will do an analysis of Non-resident members to determine if they are properly being billed as a non-resident member.
* There was a request from a member to trim trees that are on golf course property and haul the cut limbs away. The request was approved by the Board without a resolution being recorded.
* The Board agreed to start the morning food and bar service at 10 AM instead of 7 AM. This will result in significant savings of labor costs.

**CAPITAL EXPENDITURES:**

* There were no new capital expenditures presented at the meeting.

**ADJOURN:** Upon a motion made and seconded, the Meeting was adjourned at 10:30 AM.