

THE CLUB AT PRESCOTT LAKES BOARD OF GOVERNORS

Minutes for February 17, 2015

Meeting was called to order by Harry Chandler at 1:10 PM.

Attendees:

Greg Paydock, APMG	Mishael Wells, Membership Director
Todd Froehle, Major Decisions Committee	Charlie Bomberger
Harry Chandler	Dave Fletcher
Betsy Lee	Joe McDermott
Jim Robak	Scott Lewis, Junior Golf
Bruce Hershman, Ambassadors Committee	Jay Davis, Athletic & Fitness Committee
Don Beaver, Athletic & Fitness Committee	Bob Woodin, Green & Grounds Committee
John Weaver, PLMGA	Marnie Lucchini, PLWGA
Pam Milewsky, Social Events Committee	Bob Sisley, PLCA Liaison
John Gunby, Golf Pro	

New member Scott Lewis, representing Junior Golf, was introduced.

Minutes from the January, 2015 meeting were approved.

Golf Membership Report:

Mishael Wells reported membership is at 372 today, with the addition of just 3 new members for the year so far. She indicated there are a number of initiatives underway to stimulate leads and bring prospective new members in the door. There is a realtor incentive program which is generating some leads, and Mishael is working with builders in Prescott Valley to get the word out about The Club at Prescott Lakes. There is an upcoming realtor breakfast scheduled and realtor dinners are ongoing. Mishael also continues to work with the Chamber of Commerce, as well as our in-house staff to recognize and capitalize on membership generating opportunities.

General Manager's Report:

Greg overviewed last years' financial results which were very good and offered that 2015 is starting out on a positive financial note. He went on to highlight some of the upcoming social events and Food and Beverage highlights. Please see attached report for details, as well as a summary of capital items.

Committee Reports

Women's Golf Association: First tournament of the year is April 2nd.

Social Events Committee: The next major social event on the 2015 calendar is our 50's Sock Hop scheduled for Friday, March 20th. The theme will be 50's Diner and will feature a DJ. For additional SEC activities and details please see the attached January meeting minutes.

Policy & Rules Committee: No meetings yet this year. Joe McDermott will be joining Dave and they hope to meet shortly.

PLCA: The Board of Directors held their meeting on February 12th. The PLCA Board of Directors is finalizing the Request for Quote (RFQ) for the management contract. It will go out in a few months. The RFQ for the landscape services contract is also being developed. Neither have been issued at this time. One of the main issues being dealt with at the moment is the severe erosion at one point along Prescott Lakes Parkway. Additionally, as is the requirement every two years, a reserve study is being ordered. Bob noted the following in his report: Pinnacle III is scheduled to be

conveyed from Dorn to the HOA shortly and there will be a flyer out soon with information about the annual PL Garage Sale scheduled for May 15-16.

Men's Golf Association – John indicated current membership stands at 179 members with 12 dups and 30 associates.

Juniors Golf Committee: Scott is anxious to move on a number of fronts with junior golf. He works with the JGAA (Junior Golf Association of Arizona) which will meet shortly, and is actively pursuing events aimed at junior golfers, including social activities. Greg added this is a very significant initiative to insure our club continues to thrive.

Greens & Grounds Committee: Bob indicated National Turf Co. has done a great job on the bunkers, and Brian is continuing to work on ridding our greens of unwanted grasses. He also indicated new shoe cleaners have been ordered, and that aerifiers are being purchased to deal with the stench emanating from the lake between holes 2-3. There was some discussion about the current aerification process and the benefits of the current method vs. closing the course for a couple of days and completing the job in one shot. John feels the process has gone smoothly and has actually been better than in previous years. It would be very difficult to close the course for two days. There was another question asked about three properties for sale along the cart path between hole 14-15. There is currently research being completed by Dave Potthast as to the easements for all three properties.

Communications Committee: No meeting report. There is clearly a need to work on this aspect of Club operations and a meeting is in the offing.

Athletic Committee Report: No report. Jay is currently pursuing data on Athletic Center usage hour by hour. A report is forthcoming.

Ambassador Committee Report: Three new members have been assigned ambassadors.

Unfinished Business:

-Long Range Planning Ad Hoc Committee: Review is on hold for now and will probably be taken up in April.

New Business:

-Harry expressed concern regarding comments received by former members about unavailability of tee times. It was determined after some discussion, that these people had unrealistic expectations of tee time availability. Members can expect an array of available times but must plan ahead.

-Harry also offered a thank you to those BOG members who give their time as volunteers at this Club.

Meeting adjourned at 2:15 PM

