

Membership Committee Meeting Minutes - Draft
5/20/2015

Attendance: Cindy Walkanowski, Lauren Petraske, Kevin Keelan, Don McCullum, Bill Tucker, Kate Oppedisano

- Motion to add Cindy Walkanowski as present to meeting minutes for 4/13/2015. Motion to approve as amended by Kate, second by Cindy. Passed unanimously.
- BOD approved stock purchase proposal and 2 members have taken advantage of it.
- Currently 223 memberships

Old Business

- Member Corner Interview update – Joyce Bassett has been interviewing new members and putting the interviews on the website. Now she is working directly with Marketing 121 to get them up.
- Marketing 121 – How can they help us?
Email – We currently have 400 new emails this year, bringing the total of valid email addresses to 1600. Recommendation made to consider a button on the website for visitors to receive promotions. Recommendation also to give a yardage book to walk-ons if they leave us their email address. Recommendation also made to offer various promotions at various intervals. Bill Tucker will develop a list to go to the BOD.
- Fox - Suggestion that Fox go to all in our email bank, after sanitized for financial or other sensitive information and that copies be available in the Pro Shop for anyone interested.
- Strategies – Bill Tucker will talk with Todd regarding a possible promotion with Northway 8.

New Business

6. First Fridays
7. Member/Shareholder benefits
8. Friday night couple/fun league – Suggestion that it be a league with some 2 person events and some individual, email sent out on perhaps on Friday for Tues. or Wed. sign-up. Golf genius could be used to set-up groups and format. Looking for an individual(s) to organize it. Cindy will present to BOD at 6/1 meeting. Kate would do wings and pizza specials.
9. Increase new member categories Single/Couple
10. Retention
11. Follow-up with new members – 5 or 6 short questions. Kevin will formulate.

Future agenda item: Pass for “x” number of rounds – Kate
Think about Fall/late Summer specials-Cindy

Next meeting 6/17/2015 at 6 pm