

Membership Committee Meeting – Minutes 1/10/17

Committee Members 2017: Cindy Walkanowski, Kate Oppedisano, Rick Funaro, Bill Tucker, Joyce Bassett, Lauren Petraske, Don Cramer, Phil Klein, Joan Johnson, Todd Manderson

Present: Cindy Walkanowski, Kate Oppedisano, Joyce Bassett, Lauren Petraske, Don Cramer, Phil Klein, Joan Johnson

1. Welcome- Introductions:

2. Approve minutes from 11/2016 meeting – Don , 2nd Joan

A) Increase Membership-

Recap of 2015-2017

- i. Change of student rates from \$625 to 400-
- b. **Discussion** - What is age limit? Can golfers younger than 13 be members? Is it a liability? We need to increase Juniors to grow the game of golf. Can we have a Jr. League?

- i. Shareholder of children reduced rates from \$400 to \$300
- ii. Adjusted Junior Exec rates to step increase by age
- iii. Added Family and Friends membership benefit
- iv. Added Three year new member pricing special
- v. Adjusted Corporate Pass Holder Program-
1. Increase cost, more passes, no tournament play for new CPH

Discussion – Add CPH #'s to membership rosters

3. Goals for 2017:

- a. Motion :to increase membership by 10%- by Kate. 2nd- Don. Approved – All
- b. Put new members brochure – online- DONE
- c. Send to all email recipients that have been collected from 2016 season
- d. Have a mentor for each new member- follow up with phone call. Answer questions

B) Retain Current Membership-Goals/Discussion :

1.New Member/Kickoff to 2017 Party/outing – work with golf Committee

2. Update Membership Benefits on/off line

3.Publicize Club/Benefits of Membership-

1) New Membership Brochure (Todd)- DONE

2) Update Website

4.Magazine Ad? Saratoga Today? _Look into details of ad. Phil spoke with Saratoga today and sent rates. Will try to get article for renovations of Henrys and golf course.

4)Facebook, Twitter- Keep updated. Consider adding more writers to Twitter account. Currently, just Todd has access to BSCC Twitter.

Next Meeting Date- 2/7/17