

April 13, 2015 Meeting of the Ballston Spa Membership Committee.

In attendance: Robert DeMarco, Don McCollum, Garrett Kissel, Kate Oppedisano, John Lockwood.

Absent: Rick Funaro, Kevin Keelan, Dick Cody, Bill Tucker

Agenda Item 1: Approval of the minutes from the Meeting of the Ballston Spa Membership Committee.

- Cindy moved to approve the minutes. Don seconded. Approve unanimously.

Agenda item 2: Discussion regarding new members

- John L. reports having made contact with several younger members in the junior executive membership category via email. The responses have been positive.
- Don also reports positive feedback from new members.
- Todd reports that four (4) new junior executive members signed up today.
- Cindy reports that eighteen (18) new members have signed up and sixteen (16) members have resigned. There are a few members who are still on the fence about joining again and Cindy states she will be reaching out to them.

Agenda Item 3: Discussion regarding the club's open house scheduled for April 24, 2015.

- Cindy reports that light snack and refreshments will be served and that Stan's band will be providing the entertainment.
- Cindy reports that Katie is hoping to open the restaurant on April 14, 2015.
- Todd reports that the pro shop will be open during the open house to allow new member and potential members to take a walk through.
- Cindy states that Laura will be at the open house to answer any questions regarding membership and the stock purchase requirement.
- Cindy would like emails sent to our email list to remind individuals about the open house. It was agreed that Todd will send out emails on April 17, 2015 and April 22, 2015 to the individuals on the email list.

Agenda Item 3(a): Member Corner Interview

- Tabled until next meeting.

Agenda Item 4: Discussion about the new website and 1-2-1 Marketing.

- Todd reports positive feedback regarding the new website and that 1-2-1 has been very helpful. Todd provides some tips on how to use social media to help promote the club. Todd offered to assist any member in setting up a Twitter account. Todd stressed that social media is an effective way to promote the club and the new membership specials.
- Cindy brings up the possibility of the club purchasing a radio ad. The membership committee disagreed with this plan of action.

Agenda Item 5: Discussion regarding new member tournament

- Cindy discusses with committee the possibility of doing a 9-hole scramble tournament to welcome new members. Committee members agree that this is a good idea and there is a discussion regarding which day to have the event.
- Todd suggests the evening of May 22, 2015. Committee members agree that May 22, 2015 is the best day to schedule 9-hole scramble tournament to welcome new members.

New Business:

- Cindy would like to offer members who paid the stock purchase fee of \$330.00 for the 2014 season the opportunity to use that amount of money toward the purchase of a share of stock. There were twelve (12) members in 2014 the paid the \$330.00 fee.
- Committee discussion options regarding this offer. Kate O. makes motion to present Cindy's offer to the board. Don M. seconds motion. Approved unanimously.
- Cindy would like the committee to come up with new ideas regarding stock purchase incentives.

Next meeting scheduled for May 20, 2015 at 6:00 p.m. at Ballston Spa CC.

Don M. moves to adjourn meeting. Kate O. seconds. Approved unanimously.

JNL