

BALLSTON SPA COUNTRY CLUB
Membership Committee Meeting Minutes
March 9, 2015

The Committee was briefed on the new web site. Todd stated we should have a working prototype within a few days.

We will work to provide link to Tucker's Times Union (TU) blog from our site

Rick Funaro discussed working with CDGCA to contribute to an article in the Living Social Magazine that will highlight the benefits of joining a private or semi-private country club. The cost is \$300 and will also include a 1/6 page ad for BSCC. The ad has been created and approved and highlights the benefits of joining BSCC.

Tucker provided a list of 18 reasons that he had come up with for joining our club and we will work to get those on our web site.

Todd discussed his work with Clipper Magazine where we will be getting an ad in the magazine at no outlay of money but will be providing golf instead to pay for the ad.

Tucker mentioned that there will be no TU golf guide this year.

Committee discussed many of the suggestions that were in Tucker's marketing proposal that he had put together when he was chair of the committee. We talked about which ones might be short term ideas and relatively easy to implement and which ones required more work.

Number of members who have resigned to date is around 10.

Discussed the potential of having an open house for prospective members, the club did this a few years ago. A date of 4/25 was tentatively set for the open house.

Discussed the idea of the new member scramble. Todd mentioned that in the past few years, fewer new members played in this event. It was decided to hold the tournament but the committee members would call all new members and invite them to play. This is expected to increase participation.

Todd spent time discussing the new cloud based scoring system that will be real time. It will include the purchase of a large TV screen for the clubhouse where Todd will be able to display scoring and skins, pins etc.

The committee talked about paying Saratoga.com to raise our web sites visibility within their site. Cindy was going to look further into this to determine if that is worth the expense.

The committee also agreed that we need to do a better job of promoting our reciprocals with other clubs.

We plan to send emails to the membership to remind them about our specials.

We need to send emails to the membership to inform the membership when the Fox is published.

Todd showed a draft of a yardage book he is planning to use at all tournaments this year. He plans to get 5000 of them printed at no cost to the club. Advertisers in the book will cover the cost of them.

Tucker stated he would talk to Northway 8 about working with them on Marketing. They have a very significant email list and we would love to be able to use it in some way.

Tucker discussed a number of opportunities for BSCC to get free publicity using press releases. Those could include things like Todd or Steve signing a new contract. Tuck will look further into this.

The next meeting is on April, 13, 2015 at 6:00 PM.

Submitted

Rick