

**Ballston Spa Country Club
Executive Committee Meeting Minutes**

Held: 04/18/14

Meeting Commenced: 11:00 AM at the BSCC Office.

Members Present: Mike Zegarelli, Paul Steves, and Dave Runyon

Members Absent: Cindy Walkanowski

Others Present: Todd Manderson and Laura McNeil

The purpose of the meeting was to review current and previous specials offered this year and brainstorm ideas going forward. The number of members and the revenue generated by those members continues to be an area of concern.

Dave briefed on a recent meeting of the CDGCA and the issues facing BSCC are common amongst the CDGCA clubs. The topic talked about during the meeting was ways to preserve and enhance the member experience by raising the level of service to members that is the “country club experience” that made clubs the kind of places people wanted to be part of. Everyone agreed that if we lose this, we will not keep the members because there is too many other things competing for their time and money. Raising the level of service is what the consensus of the group was in terms of the best way to stay competitive and viable. We agreed that we need to publicize the “Benefits of Membership” and that these benefits go beyond a great well maintained golf course. Different ideas/benefits now and in the future were discussed. Paul will collect the ideas from the members of this committee and then forward to the entire BOD for their ideas.

Todd brought up an idea to simplify the membership categories and felt that the current categories were too confusing for prospective members looking at our website. Todd also felt that in addition to reducing the categories we should be looking to reduce the dues. He acknowledged that we had the most reasonable rates and that reducing the dues with no significant increase in membership would have a negative impact on the budget. More in depth discussion is needed to include with the membership be any recommendations can be made to the BOD.

Discussed our recent advertising of the “Think Spring Special” and the “Trial Membership” special. Laura could not identify a new member who indicated they joined because they heard or saw one of our ads. The ads did get our name out and as in all advertising might pay dividends down the road. We need to get our name out in the public view as much as possible and continue to make inroads into the social media forums.

Discussed offering a daily special to the outside tournament participants. Todd will come up with some promotions that will be offered to the outside tournament participants. As Todd knows the clientele he will decide which special will be offered to which group.

Trial Membership special is still in effect until the end of May. We discussed some ideas and improvements that we could implement if we used this in the future. We also discussed the cost of the Trial Membership and felt that as we got closer to the end of the promotion the price should drop. Following price structure will be used and Paul will change the website accordingly and post on Facebook.

Opening Day (12 Apr) to 26 Apr	\$500.00
27 Apr to 10 May	\$375.00
10 May to 24 May	\$250.00
25 May to 31 May	\$125.00

Discussed hosting an “Open House” 9 hole tournament with a shotgun start at 2:00 PM on _____. This will be reasonably priced and the intent is to show prospective members they do not have to invest 4 hours to have a good time.

Meeting was adjourned at 10:07 AM.

Respectfully Submitted,
Paul Steves