

## Membership Meeting – Minutes

Date - 8/20/14

Present: Cindy Walkanowski, Paul Steves, Mike Zegarelli, Beth Todd, Laura McNeill, Kate Oppedisano, Bill Tucker, Todd Manderson

Agenda:

Marketing

Fall Membership Special

Old/New Business

- Marketing. Bill Tucker presented several marketing tools that have been used in the past. Questions were asked about current marketing strategies. Currently BOD uses email, facebook, Global Foundries site and Saratoga County Chamber to advertise club.

Recommendations: 1) We need more free advertising. We need to post tournament results in newspapers. Give Todd email addresses of papers and ask to send results after each in-house tournament.

[news@ballstonjournal.com](mailto:news@ballstonjournal.com)

[sports@dailygazette.com](mailto:sports@dailygazette.com)

[sports@saratogian.com](mailto:sports@saratogian.com)

[tusports@timesunion.com](mailto:tusports@timesunion.com)

[sports@troyrecord.com](mailto:sports@troyrecord.com)

2) We need a standard operating procedure for marketing

- Fall Membership- Much discussion came about for a Fall membership special. Laura currently has 4 inquiries for new members. The discussion comprised of issuing now vs. after Labor Day and how will the fall membership be influenced by the 2015 rates.

Discussion for Fall member special Now - Get new members while the course is in great shape and before aeration. We need members/money now and cannot afford to lose potential members. Other courses have instituted fall specials. i.e Edison, pay now and get rates towards next year.

Discussion for wait until after Labor Day. – It would be more consistent with past practice. Spring members who joined in July would feel slighted.

Motion – New members can join now for \$600 and get \$300 towards 2015, or wait until After Labor Day and join for \$500 and get \$200 towards 2015.

Motion passed unanimously. Beth Todd had a prior engagement and had to leave before the vote.

- New/Old Business – Members need to know where club stands financially. In the past we lost many members because there was an assessment that came without previous knowledge. “it came out of the blue” . Concerns that this year we may be having the same problem. The membership has not been informed throughout the year of financial status.
- The discussion of dues for 2015 was addressed. Can we really lower the dues to \$2000 and expect to get 25-30 new members to meet the gap in the budget for 2014. This seems unlikely. If we keep the same dues, can the club reach its budget.
- Discussion of marketing Dues as set price, but lower for shareholders was addressed. Reward current members (All members in 2014) to retain their membership. (Discount to commit for 2015) similar to free passes.
- A future annual assessment was discussed , such as 10% that occurs at Edison.
- Voluntary suggested \$ to pay over regular dues for those who feel able to do so.