

LFCCI BOARD

Meeting Minutes

March 12, 2019

Present: Jon Peters, Gary Armistead, Jim Noel, Eric Morgan, Theresa Bryant, Robert Hurley, Tim Cunningham, Cheryl Washburn, Ron Horensky

**I. ADMINISTRATIVE REPORTS**

**FINANCIAL:**Theresa Bryant reported that the outside play for February was above average, we did better on expenses and grounds expenses were down. We need to be careful with charges or expenditures.

**GOLF:**Tim Cunningham-Tree pruning, removal and stump grinding work has been completed on holes #1,2,3,4,7,10,12,15,17 & 18. This will be very beneficial to the health of our turf and playability for the future. The flower bed on #15 has been moved and is being repaired with the plants being moved to #6 and #18. Pre-emerge has been applied and the practice tee was overseeded for the second time. Drainage work is being done on #12 green surrounds near the cart path and then they will work on #14. All bunkers have been edged and they are working on grooming the sand. Irrigation leaks on #3 and #10 have been repaired. Two samples of greens have been sent to NCST for evaluation and diagnosis. The Bermuda grass is growing and has been mowed. The drainage problem beside the #12 green is being repaired by a ditch containing drain pipe which will help with water run-off. Tim will check into other propane gas providers for cheaper prices. Tim would like us to donate a foursome round of golf to the Carolinas Golf Superintendents Assoc for their research needs. We agreed. Tim needs an additional credit card for ordering equipment and chemicals.

**GOLF OPERATIONS:**Eric Morgan-We had a good February with above normal temperatures. Package play for the month was lower than expected, but we are already seeing an increase for March with 139 rounds booked. April rounds show 367 rounds already booked. The split-tee practice is working great since outside play can now book morning times on popular days. Eric is offering clinics for the next two months for women. There was a request to have some for men, which he will look into, thought most men prefer private lessons. There will be a Cleveland Club demo day March 14, the Pot O Gold tournament will be held March 18. The CGA will provide a "Rules of Golf" seminar March 20 from 4:30-6:30 with dinner afterwards for attendees who want to pay and stay. The other tournaments for March are Coastal Golf Association, March 23-28 players; Grand Strand Seniors, March 25-70-80 players; Blue Ball, March 27-40+players; West Brunswick High School, April 4-48 players; Weiders Wonders, April 2-32 players; Sandpiper Dragons, April 4-64 players; Fullwood-Johnson, April 6-60 players; Humboldt Group April 8-32 players; Men's Interclub HOME vs The Lakes April 8-36 players; MGA Match Play, April 9. Eric and Gary Armistead met with Brunswick County Golf Course Owners/Professionals in February concerning forming a BC specific association of facilities to promote tourism and BC as a golf destination.

They also discussed BRUNSCOGOLF (formerly iNET golf) as a marketing partnership. They have a digital magazine that allows 60-90 second video productions, 2 boosted live interviews and advertising inclusion to a 300K distribution channel. Eric provided two website presentations for the Board: Zeus Digital and GolfNow. He is finding that our relationship with Brunswick Plantation isn't working out as well as he hoped and is looking into Golf Trek, which has already given us 172 packages, as a better source. He is looking into how profitable it will be to continue to hold tee times for the Email Club and the Platinum Group without a monetary deposit, then they don't cancel them in time for us to use. He is going to start having them submit a credit card that can be charged if there times aren't used by them if they are asking for 3-4 tee times.

## **II. COMMITTEE REPORTS:**

**Finance:John Meng-**He is still hoping to pay off the rest of the line of credit \$40,000.00 during the second quarter. The insurance claim for the fuel was approved for \$3800.00. We need to continue to purchase whatever chemicals we need for the golf course but everyone else needs to be mindful of spending. The new golf carts are in and the ice chests are OK. We will have to purchase a new ice machine for the cart barn. Ron will look into getting those large ice containers like Carolina National has, maybe free from Pepsi, so golfers can get their own ice if they want it. We can only have one contract with Pepsi, so he will look into whether we can have 1 for LFCC and 1 for O&A. We need to look into that. We may need to contract with Coke and let O&A continue with Pepsi.

**Marketing:Bob Evans-**Jon gave his report=The new pamphlets are in, \$208.00 for 500. We aren't appearing on Google as a golf course. Eric was forwarding wording to ECGM for inclusion in their website for Bob. Theresa suggested waiving the \$550.00 membership fee for a basket drawing for the upcoming Shallotte Business women's fashion show here March 18. If they want the discount, they will have to join within 30 days. She will also include a \$10.00 gift certificate toward a tee time. Since we will be cancelling the billboard at the corner of Stone Chimney and Sabbath Home Road. Century 21 owns half of it with us, we need to get the \$1000.00 they owe for this year, and after we cancel our contract, we can repay them the few months charge. We'll keep the billboard at the corner of 130 and Mt. Pisgah.

**Membership:Robert Hurley-**he will meet with Theresa after the audit is completed to finalize the list of current Equity members still surviving. Robert suggests that if anyone is working with someone interested in joining, to let him know, but continue your relationship instead of handing them off. He doesn't want to interfere with the process and interaction. Rich Ward of Southern Heating and Oil paid \$840.00 pro-rated Individual membership fee with the waiver of the \$550.00 initiation fee. He lives on Genoes point part time. The McVitters and Paynes are not interested in joining at this point. Kevin Cox is a prospect who is looking into moving into the area. This year's Member Dinner Dance will be held on Saturday, October 5. Vicki Spicher will assist in coordinating this event. There is no line item budget for this event so we need to figure out how to finance it. Robert would like for Jon to review Don's "Welcome" to new members cover letter so he can make copies for the folder.

**Greens:Jim Noel-**Residents' continuing complaints about tree removal have been addressed on several occasions through the proper channels and will not be responded to through Facebook, where

most are generated. Concerned residents need to address letter, emails and comments to the LFCC board so they can be addressed appropriately. The team is planning to use some pine straw on the grassless areas.

**House:Ron Horensky-** Ron installed a new lock on the kitchen door for Joe and is making additional keys for the key box. Jimmy Gibson refrigeration is coming to look at and service the ice machine in the cart barn, but we need to purchase a new one before the high season. He is working with his committee to insure all the course buildings are clean and painted before the June tournament. There are additional keys for the course restrooms. If walkers need them, please see Ron. He is still working with Cintas to get the proper distribution of paper products. Nothing new is happening with the Cart Barn roof.

**Oak & Anchor:** everything seems to be going well.

**III. UNFINISHED BUSINESS:Cheryl Washburn-**Actions from the Action Plan for March: Tim still needs a credit card. Theresa is ordering him one. The flower bed on #15 cart path is completed. The tree removal on #16 has been done as well as the tree behind the #1 green. Chairman, G&G is attempting to contact the owners of the lot beside the #5 green to ask permission for drainage. Eric has put up “no cart” signs at the #3 green and #5 tee box. Proshop inventory completed and forwarded it to Business Office. Eric has secured the SKINS and Sunbelt tour. He is still trying to collect the \$2500 ECGM has promised for the WSGA tournament in June. He is also working with a person who will help him do the scoring for that tournament and he is figuring out where to post those scores during the tournament. There will be a flat charge of \$30.00 for the Mixer/Member tournaments. Eric continues to work with the Golden Boys about financing a nice, large, 3-sided clock for the 1<sup>st</sup> tee box area. He also had bag tags made for the “range only” members. Ron is getting new floor mats from Cintas. Robert has decided that for the time being, he will be a committee of one for Membership. If he changes his mind, he’ll put together a committee. He and Theresa are still going to put together a list of all surviving Equity members. We’ll get Bob’s updates on Marketing at the April meeting. Eric and Theresa are having monthly meetings to keep the Proshop on track financially. Eric and Steve will look into building/purchasing a permanent score board next year.

#### **IV. NEW BUSINESS**

**Jon Peters:** We are all impressed with the new website Don has built and will continue to use it this year as we pursue other website managers with a broad base of users to get more coverage for our course. The Board met with two representatives of websites and some members couldn’t attend, so Eric is going to ask for Jeff Gilder of Zeus Digital to come back for a few minutes before next month’s meeting so the others can see the presentation.

We probably need to meet next month for the presentation, so if that does get set up, a note will be sent regarding the new time.

**Adjourned:4:02 PM**

Respectfully submitted by

Cheryl G. Washburn, Secretary