

LFCCI Board
Meeting Minutes

January 16, 2018

Present:

Don Brewer, Renee Edwards, Linda Issitt, Ron Horensky, Mike Newland, Jon Peters, John Meng, Jim Noel, Theresa Bryant

Staff: JD Franck, Janette Schroeder

Absent: Eric Morgan

Call to Order: 3 pm

Minutes approved by e-mail December 13, 2017

I. Administrative Reports

Finance – J. Schroeder

- Reconciled ECGM and clothing purchase entry; may change the final budget report.
- The physical inventory in the pro-shop will be done quarterly. Inventory in the Oak and Anchor will be one the last day of the month or the first day of the next month.
- Revenue for 2017 was very good. December and January down due to inclement weather.

Course – JD Franck

- Greens are holding up well after the recent winter storms. They are still in dormancy. Expressed some concern about the temperature fluctuations and impact on the greens.
- Tree work in progress; larger trees will be cut down by outside contractor.
- Fairways to be painted this week; completed next week.
- The drainage problem on the cart path on hole #5 has been resolved.
- Covers to protect the greens was discussed; cost for 18 covers is between \$20,000 and \$25,000)
- Staff have been instructed not to blow leaves onto any homeowner's property. This resolved complaint from resident.

Golf Operations– Eric Morgan's Report Presented by Mike Newland

- Went live with Golf Now on Friday, January 12; they will answer after hour phone calls and book tee times.
- MGA will again participate in the Local Interclub Golf Association.
- Eric and Holden are working on the 30-year celebration of the golf courses.
- 57 four-round play cards have been sold; these are on sale until the end of February.
- To date 397 package play rounds have been booked; good increase over previous years (502 package play rounds in ALL of 2017)
- Folds of Honor Tournament is scheduled for October 14, 2018. This will be the only charity event for MGA and LGA in 2018.

II. Committee Reports

Finance – John Meng

Has not heard back from BBT regarding mortgage renewal options.

Membership – Renee Edwards

Two new neighbors have expressed interest in joining LFCCI.

Marketing – Theresa Bryant

Discussion was held about the upcoming 30th year anniversary of the golf course. Ideas for the celebration to include pictures, stories, slideshow for website and digital marketing were given.

A proposal to run an ad in the Golf Director Magazine was presented to Eric. Golf Director Magazine is a digital magazine that will help us stay current with the digital marketing media in our area.

The proposal includes a 90 second video, 30 second video, article in the magazine, videos also put in “Beach Scene magazine. The magazines are sent out to a 500K database. The videos are professional produced and become our property to use as we wish. The cost is \$1500; funds to cover this cost come from monies received for golf ball retrieval from our ponds.

The monies received from the golf ball retrieval are \$2156. These funds were requested to be added to the marketing budget, of which \$1500 would be earmarked for the Golf Director Magazine.

Additional marketing funds are available from GTS; the question was asked if these funds could be used to pay for the Golf Director Magazine instead of using the golf ball retrieval money.

A motion to fund the \$1500, regardless of where the money comes from, was moved by Jim Noel; approved by nine Board members.

Grounds and Greens – Jim Noel

Application of fairway paint will be a priority, application to be done late December or early January.

House – Ron Horensky

No report.

Golf – Mike Newland

No report.

III. Unfinished Business

Restroom Floor Painting (Horensky)

The materials have been purchased but it is currently too cold to do the painting; it will be done when weather warms up.

QA Calendar (Brewer)

The events scheduled for the Oak and Anchor will be published on-line.

OA Strategy for 2018

Discussion held about running an ad for a vendor for the Oak and Anchor. It was suggested that ads be run in the Star News (Wilmington) and Sun News (Myrtle Beach). Costs we be obtained. Will also see if Sysco can provide help in disseminating this information to their customers.

Sharing a food and beverage manager with Rivers Edge was also mentioned.

IV. Open Business

ATMC ISP speed upgrade (Brewer)

Current speed is adequate for our needs.

POA Dog Park proposal (Brewer)

POA proposed dog park abuts the driving range. To prevent golf balls going into the park an appropriate net would need to be installed. LFCCI would need to be held harmless against any lawsuits for damage. Don will respond to POA President.

Priorities for 2018 (Brewer)

Priorities include continued revitalization of the course; Oak and Anchor managed to become profitable, change in current mortgage with BB&T, staff performance reviews for salary increases and bonuses; time off requests to be done per employee manual guidelines.

New Board Members (Brewer)

The Chair of Nominating Committee will report the new members at the Annual Meeting. There will be a short meeting with the Board after the Annual Meeting to assign members to positions.

Pro-Shop Cigar Sales (Morgan)

Board did not feel this is a good idea.

V. Adjournment

The meeting was adjourned at 5:00 pm.

Annual Meeting – January 27, 2018 at 10 am in the River Room

The next Board meeting February 12, 2018 at 3 PM in the Boardroom.

Minutes submitted by Linda Issitt