LFCCI BOARD

Meeting Minutes

July 13, 2020

Present: Jon Peters, Steve Grochowski, Gary Armistead, Ron Horensky, Dan McGougan, George Kelley, Marisa Eve, Eric Morgan, Tim Cunningham, Pat Hogan and Cheryl Washburn

**I. ADMINISTRATIVE REPORTS**

**FINANCIAL: GOLF:** Under budget for the month! Treasurer reports that we are in good shape this month. Barb Horensky has been hired to work with Marisa and Pat with 40 hours of paid training so we have a backup who knows the procedures.

**SUPERINTENDENT OPERATIONS:** The Greens committee had a very productive meeting recently. He is back to his previous number of staff but is looking and interviewing for one additional member. The sod work is completed on the greens on #1, 2, 8, 12, 15 and 17. They have been aerified, top-dressed and brought to the current height. He brought in samples of the sod to better understand what the problem has been with the greens; years ago a former Superintendent used a kind of sand that has made a significant layer impenetrable for the grass roots, so the roots are stopping development. That is the reason for the problems on #1, 7, 11 and 13. The correction is to aerate with a deep drill and put new sand in and watch it carefully. He plans to complete this project in September/October when the grass will grow better. He will be picking up more sod soon. Thanks to Ben Galletto and his crew for letting us combine an order of sod to save delivery and other extra expenses. Savings of over $700.00. He also donated 6.5 pallets of sod for #17. He also thanks new neighbors, Garrett and Kim Poplin for the use of an extension crane to set the transfer pump deeper in the water on #7, free of charge. That is Garrett’s business, so he is a good resource to have and they are considering joining the club. June 8 the greens were verticut and top-dressed and there will be another maintenance day Wednesday, July 15. He and the Pro are working together to ensure time during the day for necessary projects. Because of Covid-19, he is checking the temperature of the staff each morning. There are irrigation leaks on #9, 18 green, 3 Tee, 17 Red tee and White tee and #3 fairway. The Sprayer, heavy duty dump vehicle and tee mower have been repaired. Lease payments will begin in February, 2021. He will be aerifiying again on August 10. The Storm Water Management Team met and learned that the course is 15” above average at this point, which is about where we are during Hurricanes. He will drain some of the ponds when we have the threat of a Hurricane.

**GOLF OPERATIONS**: We exceeded original budget projections in the month of June. Golf rounds were up 500 more over last June. Revenue is $9,000.00 plus over last June. Our rates are the highest at this time-$64/$49 for outside play, $45/$40 for local play. Package and Tournament play is currently minimal but the Fall is looking promising. Fall Tournaments scheduled so far: World Am-September 2 & 3 with 72+ players, Wilmington Senior Golf Club September 14 with 90+ players, Sandpiper Dragons September 21 with72+ players, Brunswick County GOP September 26 with 100+ players, Brunswick County Seniors October 14 with 72+ players and Kiwanis October 21 with 120+ players. The Women’s Professional Development Tour Multi-Event showcasing LWF as host of the anchor tournament. May be a result of our hosting the Women’s Southern Golf Tournament last June, 2019. We are hoping for 2021. The Pro-Shop now has 7 outside employees and 3 inside, including himself and just employed a First Tee student 3 days a week and is looking to start using the Rangers/Starters again to help improve the play on the course. Huge “Thank You” to Peggy and Brian McCoy for donating and installing a new door on the Cart Shack. Covid-19 Results: face coverings required until July 17, unless the Governor extends Phase 2, water stations are back on the course, sand bottle have been returned to the carts (members who took bottles to help with divots need to return them for the 10th Hole refill station), coolers are available on carts by request and single carts are available by request unless a group has traveled in the same car, then they need to share carts. The Golf Director gave “Thanks” to all the members who helped with fill the divots and hope they will continue to do so. The cost of Score Cards is becoming untenable as so many individuals are using them instead of one per group that we are going to use “Black and White” copies for members for a period of time to save expenses. A new policy is now enacted for all club golf carts to be off the course 30 minutes before dark and guests will be informed of that time per day as the time changes. Several guests have been playing until it’s too dark to get back to the barn.

**II. COMMITTEE REPORTS:**

**Finance: The Six Month Financial Report** shows a profit of $72,018.00 profit which is deceiving because it includes the “Golf Aid” pre-payments for 2021. After the mortgage payment, the profit is $46,018.00. Comparing our status to the 2019 mid-year report, we have a decrease of 7.9% outside play while member’s play income increased by 11.1%. There was a 71% decrease in Package Play and an 81% decrease in Tournament income. These decreases were offset by corresponding increases of Member, Local and Vacation Play so that we are slightly ahead of last year’s income, $611,000.00 vs $605,000.00. We now have significant cash reserves of $150,000.00. Income projections for 2020 are: Best=$1,150,000.00 vs Worst= $1,035,000.00 with Expense projections: Best=$941,000.00 vs Worst=$1,035,000.00. This suggests a “breakeven or $170,000.00.” Better than March projections.

**Marketing:** The 20% off Coupons have been reordered for the rental houses on Holden Beach after running out of the outdated ones from last year. Cost was $260.00 for 1600 with a new date of May 1, 2021. Our new ad in the Spring Issue of the North Brunswick Magazine looks good. 14,000 have been placed over the northern part of the county. The Cape Fear Players Card Program, cost $450.00 is a program where we give golf packages for air time on the radio to get our name out to the public. Paid $450.00 to register with the Brunswick County Chamber of Commerce includes discounts to merchants as well as referrals to LWF. Our participation in the YELP Program since July 19, 2019 through July 20, 2020 has given us 1540 hits with the past 30 days of 226 hits for $160.03. Our on-line program that allows golfers to book their own times is at 599 rounds for $26,803.00 which is a really good return for a new program. This should increase as more golfers bypass booking agents. East Coast Mgt has booked 2614 rounds for $77,842.00 in income with an average of $30 a round. (Outstanding.)

Future Projects: Hoping to start a Membership Drive beginning August 1 to bring in more residents from St. James and Oak Island since their courses are so overcrowded, as well as another course with ownership problems. At least once a week, these people are playing at other courses. The Board will have a committee look into this possibility and running an ad in the Brunswick Beacon. And consideration will be given to a start date and a cut-off date for signing up for this opportunity for the rest of 2020. We hope this will encourage those people to become members in 2021. The Pro would like to put “comment cards” back on the carts for input. We had a fairly good return in the past with an offer of a gift ball so we would get their email address and comments. We might be able to use the 20% off coupon instead if the gift ball is too costly. A committee will look into this project, too. These committees will write a proposal to bring to the Board next month.

**Membership:** No Report

**Greens:** Included in Golf Superintendent Report. He would like to see us purchase upgraded Tees and we need to have cart markers for the Green Tees to be found. The Pro will look into some options.

**House:** The MaintenanceFacility fence was removed, but the installation has been stalled due to back orders of materials. He will get a completion time from the company later in July. The “No Bike” signs will be installed this week. The Trees around the Cart Barn have been trimmed.

**Oak & Anchor:**

**Action Plans: III. UNFINISHED BUSINESS: The new Hurricane Plan was approved.**

**Cheryl Washburn:** The Action Plans were distributed to all members without discussion so the rest of the meeting could be focused on the By-Laws.

**IV. NEW BUSINESS : A lengthy discussion was begun on updating the By-Laws.**

**Adjourned: 5:15PM**

**The next meeting will be August 11 at 3:00PM in the Pool House**

Respectfully submitted by

Cheryl G. Washburn, Secretary