

MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS HILLCREST GOLF CLUB

Tuesday, March 12, 2019 - DRAFT

The regular meeting of the Board of Directors was held at Hillcrest Golf Club on Tuesday March 12, 2019. President Michael Brennan called the meeting to order at 5:30. A roll call was taken and the following Board members were present: Michael Brennan, Bryce Fauble, Marcia Baxter, Susan Atzman, Michael Anziano, Jim Morehart, Bill Warren and Jessie Larson. Jack Morrison was excused.

The following Hillcrest staff members were present: Ken Kirby, Will Herz, and Michael McCloskey.

MINUTES:

Michael asked for any corrections for the minutes of the January 15, 2019 meeting. As there were none, Jim M. made a motion to approve as written, 2nd by Michael Anziano. Minutes were approved and to be filed.

PUBLIC PARTICIPATION:

This is the time set aside for members to ask questions, share concerns or give ideas to the Board and the Hillcrest staff.

Three speakers voiced their disapproval of the elimination of the unlimited range ball pass. The first said there should have been more communication and input from members before the decision. Michael Brennan commented the December President's letter reported that changes to the range pass were under consideration. He apologized for the quick decision but explained that due to the change in business model this season, the budget was late in being discussed and therefore decisions had to be made on a much shorter timeline than prior years. He added that the decision was also explained in the February newsletter. Two other speakers commented that the new range ball rates would cost those who previously bought the passes significantly more. Michael B. commented that the decision was also a financial one, keeping all the members in mind. Discussion of the topic provided some ideas for the board to consider.

GOLF PROFESSIONAL'S REPORT: MICHAEL MCCLOSKEY

- Been working for about 2 ½ months and excited to get the season going.
- Staffing for the Golf Shop is ongoing and glad to have a number of staff returning for the season. The intern opportunity has resulted in Hillcrest garnering 2 interns who will be here mid-May to mid-August. There is a posting for a Food & Beverage Supervisor and interviews being scheduled.
- Michael reported he has been connecting with a lot of local organizations including Parks & Rec.
- Scheduling for the season is in progress including programs and clinics.

GROUNDS SUPERINTENDENT'S REPORT: KEN KIRBY

- Glad to announce it has been an impressive cross country skiing season at Hillcrest! It may be ending this upcoming weekend depending on the outcome of the forecasted snowstorm.
- All of the equipment is ready to go. 3-4 of the ground staff is returning and 3-4 more needed.

- Anticipate earliest opening is first week of April. Aeration will have to be done in the fairways and tees, and greens are scheduled for around April 29-30. Scheduling is still largely weather dependent.
- Michael B. expressed congratulations to Ken and his crew for the Board their work during the winter season and that there have been many compliments to their crew for their work to make the course winter sports friendly. The skiers and snowshoers have donated \$3,800 to the club in their appreciation!

TREASURER'S REPORT: SUSAN ATZMAN

- Susan A. explained the financials will be somewhat confusing in 2019 due to the change in business structure. The confusion stems from an absence of cost information for the "shop" operations in 2018. Essentially, we will report revenue from prior year for carts, range, merchandise, and food & beverage sales even though we do not have the associated cost data. This will not impact actual results for 2019 but will make comparisons to prior year in some cases nonsensical. As we go along in 2019 these anomalies will be called out. By 2020 all reporting will be standardized and variance analysis year over year will once again provide valuable information. If you have any questions as we go through 2019 please feel free to send questions to the BOD email or ask Susan directly.
- Revenue is slightly behind prior year for the same period. Memberships are tracking at \$190K vs. \$205K at the end of February. If we take into account the extension of one week due to bad weather to pay for discounted memberships, 2019 membership revenue surpasses 2018 by ~\$5K. Cross country ski donations have contributed ~\$4K this winter.
- Operating expenses are tracking ~\$15K higher. Two primary reasons for this are salary for the new GM and the retainer fee for professional services owed to Kevin Norby for golf course architectural consulting.
- Cash flow is strong at ~\$350K. We are paying down \$144K line of credit debt in March which obviously impacts cash, however we are going into the 2019 season with ~\$200K of operating cash flow.

UNFINISHED BUSINESS:

- CARTS: The new carts have arrived and are downstairs. The Hillcrest logo still needs to be done. We are anticipating saving money on electricity due to better efficiency of the new transformers.
- RANGE BALL MACHINE: The new range ball machine has been delivered. 77 range cards have been sold.
- ADAPTIVE GOLF CART – The specialized cart for mobility limited players has also arrived purchased by Adaptive and stored by the club. The association will handle the reservations for its use. It has hand controls and is built to be able to drive on greens.

NEW BUSINESS:

- Michael B. introduced Kevin Norby who is the golf course architect Hillcrest contracted with for the Master Plan and who does an annual review for additional improvements. Kevin will be presenting the outcome of his visit with updated priorities based on feedback from the Master Plan committee commencing immediately following this meeting. As a result, for example, certain cart path upgrades / repairs will be examined as to whether they would be a good investment or not.
- Michael B. reported that M. McCloskey has worked with our email provider to obtain separate email addresses for various key staff. Aim is to streamline communication both internally and externally.

NEW EMAIL ADDRESSES are as follows and should be used from now on:

General Hillcrest email address: info@golfhillcrest.com (good if you want to remember only 1 email)

Karen Gallegos: karen@golfhillcrest.com

Michael McCloskey: michael@golfhillcrest.com

Ken Kirby: ken@golfhillcrest.com

Will Herz: will@golfhillcrest.com

Bud Andersen: bud@golfhillcrest.com

Board of Directors: BOD@golfhillcrest.com

- Michael B. introduced the use of the “Consent Agenda” format for Board meetings that was recently implemented. These are items that are reviewed before the meeting by Board members that do not require a lot of discussion, for example the Tournament Schedule. Bryce F. made a motion to approve the consent agenda as sent, motion seconded by Michael A. Vote by show of hands was unanimous for approval.

COMMITTEE REPORTS:

Budget/Finance: Susan reported that financial policies are being updated and refreshed. This is needed largely for future audits and compliance reasons. Revisions will be posted for review before any changes adopted.

House: Bill Warren reported the club is looking into new front doors. Any suggestions are welcome from members as the intent is also to improve the club’s front facing appearance as well as functionality if funds are going to be spent.

Grounds: Bryce has met with the crew and had nothing more to add.

Tournament: Jesse Larson, Mike Goen, and Michael M. have worked hard to finalize the schedule and to obtain commitments from the outside tournament sponsors. Mr. B. congratulated Jesse, Karen and Mike on their accomplishments in this area considering their late start on this huge task.

Memberships: Mr. B reported we had about 371 members to date.

Policy: Michael B. reported the committee finished the short term updating needs and will present more thorough revision at the upcoming all day Board meeting. In addition to updating bylaws and policies, another goal is to clarify for future boards the delineation of organizational responsibilities in order for them to manage effectively.

Marketing: No report.

ADJOURNMENT:

A motion to adjourn the meeting was made by Bill W. and seconded by Susan A. Meeting adjourned at 6:34 PM.

Respectfully submitted,

Marcia Baxter, Board Secretary