

Minutes of Committee Meeting Monday 21st February 2022

Present Jonathan Dobson, Paul Manson, Lynda Carnie, Norman Cox, Robert Davidson, Craig Scott

Apologies Jay Dobson

Welcome Jonathan welcomed everyone to the meeting

Red inserts indicate comments and decisions made by the Committee.

Club Manager Report

FINANCE

Professional Shop

We are expecting some new logo merchandise in the coming week. We will be getting some more markers, along with some bag tags for visitors and logo golf balls. I have also requested be a change out of some of the ranges that are currently in the shop to freshen things up a bit.

Other Finance

We got 3 sponsors for the stroke savers and these in the process of being ordered. We thank House of Elrick Gin, Gamola Golf and J+S Subsea for their support with this. The order has been placed and we hope to have the books for sale at the beginning of March.

Sticking with Sponsorship, we will be looking to get new scorecards in the spring, which should last for around 18 months or so. Trac Oil & Gas will be asked, again, if they would like to continue with the sponsorship, however they have intimated that, should someone else wish to do this, that they would step back from it. I will explore this a bit more to see if there is any other possible scorecard sponsors out there.

Membership/Green Fees

We still have a significant number of people who have not been in touch regarding their membership. I have conducted an exercise of those still to get in touch and there is a potential that the adult membership figure could drop below 300 should all those still to pay are not renewing, I am sure, however, that it is just some stragglers amongst those who just won't get in touch. There are a large number of those who joined last year who have not continued this year. My initial expectation for this season was that we would, at the very least, go back to the level we were at the previous year. With those who have paid thus far, we have got a Course Improvement Levy total of £9900, as at Friday Feb 18th. We will get a further £2600 from the direct debit income on March 1st. There are people are paying over the next week or and have been in touch also. We have

had some winter members who have upgraded their memberships and there may be a few more yet as we approach the end of that period.

On the subject of memberships, I was wondering if it would be worth exploring a one-year membership option for Front Line workers (valid for new memberships only). We could set a fixed fee which would be paid for 2022 membership. Like any offer they would, should they wish to continue revert to a full membership thereafter. We may get some more people join this year from that.

It was decided that we could offer a deal for New members in the Emergency services during the month of April, this would be a one year deal with an option to revert to full membership thereafter.

We have a new Gold Corporate Sponsor, Air Control Tech Limited from Bridge of Don in Aberdeen have signed up. We welcome Kieran Hope and his team to Newburgh. Trac Oil & Gas have renewed their membership also for the coming year.

STAFF MANAGEMENT

Louise Lorimer has now officially left her employment at the golf club. We wish Louise well in her future endeavors and we hope that everything works out well for her moving forward.

Louie Beckman has handed in his notice for the work in the shop. He has accepted a full-time position; we wish him well for the future. I have circulated an advert round the membership in the first instance and this has also been posted on the Newburgh notice board. We hope to have someone in place for the start of the new season. James is going to cover the shop on the shifts Louie would have been working until we find someone else, he will then train the new person. We have 2 applicants so far, both local. I will be contacting them this week and get them in for interview.

Paul will arrange the interviews and feedback once these are done.

It was spoken about, at the greens meeting that we could maybe explore getting a part time person in during the summer months to assist with jobs on the golf course. This could be done by getting a paid young person on holidays from education or if we had any members with fee time to assist the greens team. With New starts and only having 2 green keepers until recently, a few of the staff still have a number of days holiday to take before the end of March. Can I suggest that they can carry 5 days forward to be used before the end of May and then moving forward, insist that the days are taken per holiday year moving forward.

Website/Newsletter

The next newsletter is in production and the contributors have been asked to submit their bits, relating to the section they cover. This will hopefully be out by the end of February, however with the tourism conference coming up this may slip beyond that.

The new secure page on the website will now be home to the committee minutes once they have been produced.

Other information that is for members only can be posted on there as we move through the season.

COMPETITIONS/EVENTS/VISITORS

The fixture list has been distributed to the membership for the new season. The match play sheets are also now up on the boards so that people can enter them. We have another packed fixture card and with no sign of there being any reason why not, we hope that all the trophies are played for and won throughout the season.

We will be visited by 9 Tour Operators on February 27th, this has now been confirmed. They span from a wide range of countries and markets, and we look forward to welcoming them to Newburgh to show case what we have to offer. They will only be here for a short time, but we have the added benefit of being able to offer them a spot of lunch while they are here. Following on from that Jonathan and myself will be heading to St Andrews for the Scottish Golf tourism week. We now have the full list of appointments while we are there, we will be seeing 38 Tour Operators including 14 of the 15 we handpicked from the list. Euan Duff has put together a promotional brochure for us which will be able to get accessed using a QR code on the back of a business card, we will hand these out while we are there. We are excited about the prospect of getting our "Hidden Gem" firmly out of hiding and getting more footfall on the course.

The AM/AM open takes place on March 19th and we will be looking to get back to having welcome desks for these opens. We can start the process of getting volunteers for this one before the end of February.

Paul will e mail looking for Volunteers, he will do the first shift with one other person and be looking for another 4 volunteers to cover the other shifts.

Kevin Wright and Richard Morison (Dougie's Son) have been organising a Texas Scramble in Doug's honor, which will take place on May 1st. A 20 strong party from Stornoway will be making the trip south where they will also take part in the Spring Open on the Saturday 30th April. There were 84 places available and more than half were taken up by the lads from Stornoway plus other invited guests. The golf club membership have now been given the opportunity to take part and the remaining places are now available to all sections on a first come

first served basis. All proceeds from the event will go towards buying a new shoe cleaner for the club.

CLUB COURSE MANAGEMENT

A greens meeting took place on Thursday, February 10th, and the details of this will be relayed at the meeting via Norman and can be discussed further at that time of the meeting.

There is a bit of tidying up being done in and around the clubhouse/course in anticipation of the visit from the tour operators later this month. Some flowers have been planted in the pots out front and Norman has volunteered to trim back the shrubbery in front of the meeting room area to the right of the front door as you face it.

The ladies have planted some flowers in the pots near the front door which enhances the look of the entrance.

CLUBHOUSE MANAGEMENT

The meeting room is now back to normal, and the old swing studio now only has the chairs we would use for a fully attended AGM or the like.

We have recently acquired a fully functional Franchise Agreement that would be more robust than the original one that we drew up ourselves. We have found that there are some flaws within the one that was put together prior to the commencing of the partnership. This is one that was put together by Steven Brown, who took us through the food and beverage section of my MDP1 course, Steven has over 50 years' experience in the Food and Beverage Industry. I have sent a copy of this to Jonathan and Norman to review. Once we have established the areas which are not relevant to us, we can take this to our Franchise so that we have a better agreement in place.

AOB

The Mats will be off from February 28th when we will move to preferred lies on the fairways.

There have been a few enquiries from people looking to use the facilities for functions etc. I have spoken with the Franchise and had provisionally agreed that the club would charge a venue fee for anything that the party required "exclusive access" for. The suggested amounts were £250 for a party and £500 for a wedding reception. These charges only relate to when no one else could use the bar etc and only valid Monday to Friday. Any requests for the weekend would be handled on a case by case basis and an applicable charge would be made if the golf calendar allowed.

The charges were agreed as reasonable although we don't foresee too many "exclusive" requests.

TREASURER REPORT

Norman had tabled his report on the figures in writing prior to the meeting. The club still need to look after the finances very carefully and visitor income will, again, be key as we move into the new season. Once all the fees/renewals are in Paul and Norman will sit down and put together a cashflow projection for the coming year. This will be based on both what is known, i.e. regular income and expenditure and the “unknown” which will include projected visitor income.

A question was raised reference ways of saving on energy costs as things will start to increase. It was suggested that we could investigate the possibly of using solar energy or similar. Paul is tasked with contacting Scarf regarding this and if any grants are available and if this is feasible here.

GREENS REPORT

The Greens meeting had been held on Thursday, February 10th with Dale Robertson, Paul Manson, Norman Cox and Jay Dobson present.

At the meeting a review was carried out on the work that had been done so far over the winter. Norman thanked the greens staff for the winter work that had been conducted to date. The turfing, path laying, and bunker work that has been done is all looking good.

The proposed work in the coming weeks is to turf some areas in front of greens that had become bare. Any GUR would be marked out clearly. There has been some earth put on the area behind the 15th green and this will be overseeded.

There had previously been a suggestion to remove the Out of Bounds form the left of the 16th and make this into a penalty area instead. It was decided to take this suggestion to the full committee meeting.

It has been decided that the Out of Bounds will be changed to a red staked penalty area for a trial period. This will be relayed to members by Paul, via e -mail, and feedback (both positive and negative) would be sought before it is decided whether to make this a permanent feature or not.

The ditch at the back of 5 and in front to 6 was brought up as another area that required attention as it is clogged up. Paul will feed this back to the greens team.

Social Media Report – February 2022

ADVERTS

Membership advert run on Jan 27th for 8 days. 1372 people reached with the video having 1500 views.

Plan to run one more before start of the season

OTHER POSTS

Last 28 days, the facebook page has had 7 new likes, 5613 post reach and 3108 post engagement.

Last 30 days, the Instagram has reached 306 accounts, engaged with 37 of them and we have now 510 followers. Need to share more to Instagram as only 2 posts in 30 days.

WEBSITE TRAFFIC

Website traffic is up on the previous 30 days. Bounce rate is up though and is possibly due to the website speed. Decision to be made on our hosting to increase speed and save costs.

Sessions	Pageviews	Avg. Session Duration	Bounce Rate
2,864	5,270	1m 57s	22.7%
<small>↑ 8% vs. Previous 30 Days</small>	<small>↑ 13% vs. Previous 30 Days</small>	<small>↑ 12% vs. Previous 30 Days</small>	<small>↑ 8% vs. Previous 30 Days</small>

The website needs looked at in terms of SEO (search engine optimisation) to improve google ranking. There are various rating tools we can use for free to benchmark this, will look into it over the next month.

Added some test screens that show the extent of issues we have

OTHER

I've created a Linktree for the club to house all of our links. Gives a handy QR code as well that can be used on club literature.

www.linktr.ee/NewburghGolfClub

OUTLOOK

Further membership ad before 19th March and start of season

Greens posts

Shop post when we get new stock

AM/AM/Various opens posts

The photos of the work have had good engagement on the social media platforms and this should continue to be done as it lets the members and potential paying public what is being done on the course.

There will be more items/news posted onto the members page of the website. The Winter League Results being posted have contributed to the increased footfall on the site. This will continue into the coming season with weekly results and matchplay draws appearing on the website for 2022.

A suggestion to change the website host which may help to make things quicker and cheaper in the long term. Jonathan will speak to a contact he has regarding this.

AOB

Lynda had been asked, by a member, a question regarding the gents' competition sweeps and the "policy" surrounding it.

Paul explained how things worked and that there is complete transparency surrounding it and this information is passed to the gent's section. This will again be done for the coming season. The Sweep is a noncompulsory entry where winnings are spent in the, well stocked, club shop.

Date of Next Meeting – 21.03.22

Close of Meeting the meeting closed at 7.45pm.