

Minutes of Committee Meeting Monday 18th April 2022

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

Apologies

Welcome Jonathan welcomed everyone to the meeting

Red inserts indicate comments and decisions made by the Committee.

Club Manager Report

FINANCE

Professional Shop

We have now taken delivery of the 2 Electric Trolleys for hire. We will be hiring these out at £12.50 per round. These will then, in and around the end of October, be made available for members to buy at a bargain price. There have been some Adidas and Footjoy clothing dropped in recently and we are due to get some more logo Callaway clothing in the coming days. We have a number of new logo accessories, including ball markers and pitch forks (hopefully people will use these on the greens)..

Membership/Green Fees

Our current adult membership is sitting at 329, which is down 46 from the 30th September 2021. Of these we have 33 life members, 15 long term members, 9 corporate members, and 9 honorary members. This means that we currently have 263 paying members at the club. As you can see, from this, we are need of more members at the club, we have done promotions, advertising etc and we will need to continue down this road to try and attract more people to join, which is a fantastic course and facility.

Norman will have more information on the implications of all this in his treasurer's report.

STAFF MANAGEMENT

We have another new start in the shop. Robbie Milligan started with us on Sunday (17th) and will now be trained by James for the next 2-3 weekends. During this time the shop will remain on the opening hours we are at currently and will resume the shift work from May 7th.

Website/Newsletter

We will eventually get a newsletter out. I am waiting for Captain and Greens input, although I think the ladies bit will need to be redone as I have had it since February. Results from the weekends golf are now appearing on the website.

COMPETITIONS/EVENTS/VISITORS

It is great to get back to having competition golf without any issues, other than the weather. All sections are now into their summer program. The Seniors Open took place on Thursday and has 130 + competitors enter. The new ladies event, due to be played on April 23rd, had unfortunately had to be cancelled due to a lack of entries. Jane Middleton sent an e – mail on Sunday afternoon to officially confirm this. The Gents membership have been informed and there will be a multi tee Stableford set up for Saturday which will be open to all sections, should they wish to play in it. The Gents Spring Open takes place on Saturday April 30th, it would be great to be able to have a welcome desk for this one. Seeing how the seniors one runs so smoothly shows that it is a better way to do things. All cards will be made out prior to the day and all competitors will be in the system, and the sheets letting everyone know who has still to pay will be marked up by the office staff. If, however this is not possible then James is still going to be training Robbie in the shop so it can be handled from there.

An e-mail will go out from Lynda Carnie, to the membership, looking for volunteers to help with a welcome desk for the Gents Spring Open.

The Dougie Morrison Texas scramble takes place on May 1st. We are starting to collect the money for this event, which is £10 per person. The event is full and we have a waiting list. There will be a welcome desk on the day which will be manned by Kevin Wright and Keith Bowman's better halves. We also welcome to this event, 21 visitors from Stornoway who will also take part in the spring open on the Saturday.

Paul will continue collate all the monies in for the Texas scramble for Dougie and fill in the gaps from the waiting list when and if required.

We are starting to see a return to overseas visitor bookings after a 2 year absence. This will be a welcome return to add to those who are already visiting from the local area and other parts of the uk. I am keeping a close eye of this and will have a running visitor income total available for each meeting.

CLUB COURSE MANAGEMENT

Due to Holidays etc there was no Greens meeting so far this month.

CLUBHOUSE MANAGEMENT

There are a couple of small things within the clubhouse that required/require attention. Norman has been looking at the toilet in the gents locker room with a view to fixing that. There a few lights out in the downstairs foyer so I have spoken to

Steven Sharp about getting replacements and will then get these replaced. Stuart Mitchell has done a small job in the kitchen, which was part of the EHO report. It is replacing wooden sills with pvc as well as installing a couple of splash backs.

AOB

You may be aware of the news that Mark and Christine are taking over the licence for the Newburgh Inn. Owners, Heineken have been looking for someone to take over and they now have someone, who we know well. I have already spoken to Mark regarding stay and play packages and we will move this forward. On the subject of stay and play, I have spoke to the Cock n Bull regards this as well as hole sponsorship with them. I will also explore similar deals with surrounding accommodations. The plan is to have a page on the website for "Accommodation partners".

The beach car park will officially close on April 25th for repair. There is going to be a bit of disruption during a 10 -12 week period so I was going to suggest that we put something together of our members to show in their car windscreen for when they are parked in the top car park. I want to suggest that this is a members only car park during this time, obviously apart from the disabled slots.

Paul will produce the cards for members to display in their windscreens. Signage will be erected where it needs to be and areas for no parking will be roped off.

TREASURER REPORT

Norman had tabled his report on the figures in writing prior to the meeting.

Norman had also produced a couple of documents including a cashflow for the remainder of the year. The golf club needs to gain more members as we look for guaranteed sustainability moving forward. We also need to continue to promote the club/course to the visiting public. Paul had a spreadsheet, which will be ongoing, which showed the income that will already be coming from group booking for the next few months and this was quite healthy. Various options were discussed regards increasing membership.

It was decided that the first port of call would be the 6 hole members, giving them an opportunity to try out the 18 hole course at restricted times for a fee until the end of the season. Paul will action this e mail.

Full members will be sent a communication, in due course, with regards to a membership introduction scheme where they can introduce a new member to the club (Fee to be set) giving them a small incentive for them doing so.

We will also hold an open day, with the provisional date being May 29th where we will offer new memberships on the day at incentivized rates.

All of the above options should increase the membership for this year.

GREENS REPORT

There was no Greens report, as no Greens meeting had taken place due to holidays. The Greens meeting will take place on April 28th and a further update will be produced from that.

Paul will speak to Callum Chalmers with regards to the irrigation system and the next stage of the borehole works.

Top Dressing to be done on Thursday 23rd.

Paul will send out an e – mail regards fairway patching on Monday (25th) and Thursday (29th) April.

Social Media Report – March 2022

ADVERTS

Membership advert reached 2700 people over the week it ran.

OTHER POSTS

Top post was the membership advert but second to that was our shop job advert and our borehole drilling photo.

Last 28 days, the facebook page has had 10 new likes, up 42.9%, and 12800 post reach, up 87.9%. Page visits up 33% to 823.

Last 30 days, the Instagram has reached 579 accounts up 2.1%, engaged with 39 of them and we have now 530 followers.

WEBSITE TRAFFIC

Website traffic is up on the previous 30 days. Advert for memberships was on the 21st march and ties in directly with increase in web sessions. Session duration and bounce rate are down, likely caused by speed of site. Need to work this out.



Visitors by country is looking more like what I'd expect based on our overseas player base being scandavian and European. Good to see that we have more US visitors to the website but still the main source of traffic is UK. Local players is still a key market even though travel is on the go again.

Top 10 Countries ⓘ

1.	United Kingdom	2,738
2.	United States	85
3.	Norway	59
4.	Germany	17
5.	Netherlands	15
6.	Sweden	15
7.	Switzerland	11
8.	Ireland	11
9.	Canada	8
10.	Denmark	7

OUTLOOK

Greens posts

Shop stock

Various opens posts

Visitors advert

Date of Next Meeting – tbc

Close of Meeting the meeting closed at 8.30pm.