

Minutes of Committee Meeting Monday 18th April 2022

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

Apologies Craig Scott

Welcome Jonathan welcomed everyone to the meeting

Red inserts indicate comments and decisions made by the Committee.

Club Manager Report

GENERAL

I will be on Holiday from lunchtime on June 3rd, returning on June 16th. I will be leaving handover notes for James regards all the things that I am aware that is happening on and off the course during that time. My out of office will be on both re mails and answer message on the phone directing people to other avenues of contact. I will be overseas from the 7th until the 14th so won't be contactable during that time.

FINANCE

Professional Shop

Shop sales have been fairly steady with the refreshed clothing items and the new logo accessory items being very popular and the stroke savers have been selling well also. Opening times are still flexible but we are now in the shift rota for the weekend.

Membership/Green Fees

The 6 hole membership bill run has been done for those who are members of this facility to renew. The open day turned out to be a bit of a damp squib. We had one person attend who played about 4 or 5 holes, they are new to golf and are likely to take membership of the 6 hole course. We had, previous to the open day had 3 members who have joined and the 1 6 hole upgrade.

I think that during the month of June we will need to try a "Special Introductory" new members price to try and get more people in the door.

The Introductory offer will be advertised for the month of June where new members can join for £375 flat fee which will make them members until Jan 31st 2023. Additional discount will be offered where more than one person joins at the same time.

Another suggestion is to have a “6 hole membership plus” where someone can join the 6 hole course for £125 and receive 6 vouchers to play the main course at restricted times.

STAFF MANAGEMENT

We have had to deal with a couple of minor issues of late and put out a couple of fires but this has now been dealt with and we can move forward. When working in a club environment there will always be a number of people who will want to voice their opinion etc, however this is part and parcel of this type of work

Website/Newsletter

The website will continue to be updated with results etc, however due to other things going on there were a few comps missed and this will be restarted again

COMPETITIONS/EVENTS/VISITORS

The Texas scramble held in the memory of Dougie Morrison went very well. The lads from Stornoway thoroughly enjoyed their trip down for the weekend and enjoyed the course over the 2 days and the hospitality that went along with that. We raised £1350 towards a new shoe cleaner and we are continuing to raise money in other ways to add to this total e.g. Selling off “lake ball” etc.

The Gents Spring Open on April 30th was very well attended with 139 gents taking part of the day. There were 5 prizes for each section, Scratch, Div 1 handicap and Div 2 Handicap.

The gents club championship starts on June 11th with the second round on June 18th and then the weekend of the 25th/26th June being the 3rd and 4th rounds. It would be great that if, on the final day, people came out to support the day and see some of the golf before our club champion for 2022 is crowned.

There were a number of visitors to the course over the course of May, both in groups and individuals. On May 13th we hosted the Lighthouse Golf club charity event which was a very successful day and the organiser and participants were delighted on how the day went. Helen, the organiser, suggested that they may rebook for 2023, so fingers crossed this happens.

We hosted the North East District Phillips Trophy on May 22nd. Conditions were difficult with a number of the field not completing rounds. The Winner was Matthew Clark with an impressive 144 (level par) total for the 36 holes.

We are seeing a lot more visitors from overseas as the restrictions surrounding travel etc are now all but gone. We have seen people from Norway, Poland, Sweden, USA, Denmark, Holland and Ireland during May. During June we already have groups

coming from the USA, Denmark, France, England and Holland. It is great to see people from all of these countries starting to come back.

I think that we should do an offer for the month of June (Monday to Friday) in conjunction with our catering service for Golf plus..... This could be a Breakfast Roll, or an amount to spend in the bar/restaurant. This may encourage people to come along and try the golf course and sample the hospitality side of things.

Paul will explore this further with the franchisee to see what we can offer as a play and eat package.

CLUB COURSE MANAGEMENT

There has been plenty work on the course over the last month as we try to recover from the dry spell and lack of water. The pump has been fixed and the irrigation system is now back up and running. The next job will be connecting up the bore hole but this may have to wait a while with the unexpected costs of repair to the pump house. We are now receiving a weekly report on the jobs that will be carried out on the course over the upcoming week. I will make sure that this report is still done while I am on holiday and passed to one of the committee. We came to an agreement with Gro Green and we will now pay them a fixed monthly fee over a rolling 12 month period which allows the things required to be ordered as and when required.

I have a bit more to say on this subject during the meeting.

Paul highlighted the costs that there have been in the last 12 months with regards to the golf course and things surrounding greenkeeping in general. It was identified that had there been proper communication from the greens team that some of the costs could have been avoided and/or shelved until other issues had been attended to. The lack of communication meant that the club has cracked on with some of the development and has still had to deal with issues not highlighted to golf club management earlier.

These areas will be discussed further with the Head Green Keeper at the greens meeting.

CLUBHOUSE MANAGEMENT

I have ordered new scorecards and I had been in touch with Trac, who will continue with this sponsorship. We will need to make at least one change to the current card, with regards to the 16th hole. All this will entail is removing that hole from the Out of Bounds list. The only other thing there has been is discussion surrounding our slope rating for the golf course. I have contacted Scottish Golf to see if this can be re

assessed as we have had various comments regarding this being too low, the slope rating etc is assessed on a 10 year cycle and our last assessment was in 2015 so we will need to wait until 2025 for the next one when there will be opportunity for change, if this is felt necessary.

AOB

We have the last 2 Mondays, today included, that we have had groups booked in for the afternoon and I have had reluctance and hassle for the bar to be open beyond 4pm. As a club, I want us to be offering a full package to visiting groups and on both occasions I have been met with the initial response of "why can't they just go along the road" Both last week and today I have had to shut that one down. As a golf club we have to be able to offer a proper package for golf and refreshment, especially for paying customers who have the potential for repeat business. All we are asking is for a bit of flexibility on a Monday if necessary.

It was decided that there would be a requirement for the bar to remain open until at least 6pm on a Monday, unless the franchise is informed by the Club Manager that there would be no requirement that particular day. A full experience should be offered to visiting groups regardless of the day they visit.

Paul will discuss this with Mark Graham.

The Contractor that is currently upgrading the beach car park, are going to clear the area where we used to have the starters hut for the 9 hole course which we can potentially use as an overspill car park for golf moving forward. This will be done with communication between the Project manager on the Job and myself.

TREASURER REPORT

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

Due to spiraling costs, having to invest in greens area (sheds, machinery, personnel), coupled with the issues relating to the irrigation system, the small balance the club currently has is not enough to for real sustainability moving forward. We get the top up from visitor income but there will be a need to go to the golf club members/owners to help get us through these continued difficult times. Ultimately the member numbers need to increase as we move forward for long term sustainability.

Further communication on this will go through the members later in June.

GREENS REPORT

There is no greens report for the meeting.

A Greens Meeting will take place on Wednesday between Dale, Norman and Paul. Thereafter a detailed correspondence will be sent to the membership will be sent out concerning the current condition of the course and the remedies required for improvement. Once the improvements have been made a further correspondence will be sent to update the members further.

Social Media Report – May 2022

ADVERTS

2 open day adverts run, £10 spent on each. First one got 72 link clicks and reached 3762 people. The second one got 50 link clicks and 3363 people. Some comments on the advert had one commentor claimed that it was too expensive for golf, another commentor stated that £450 was extremely good value for money given the condition, facilities and year round golf. An ex member was critical of the condition of the course last year which Jon responded to.

OTHER POSTS

Last 28 days, the facebook page has had 5 new likes, up 25%, and 12300 post reach, up 5.3%. Page visits down 32.2% to 402.

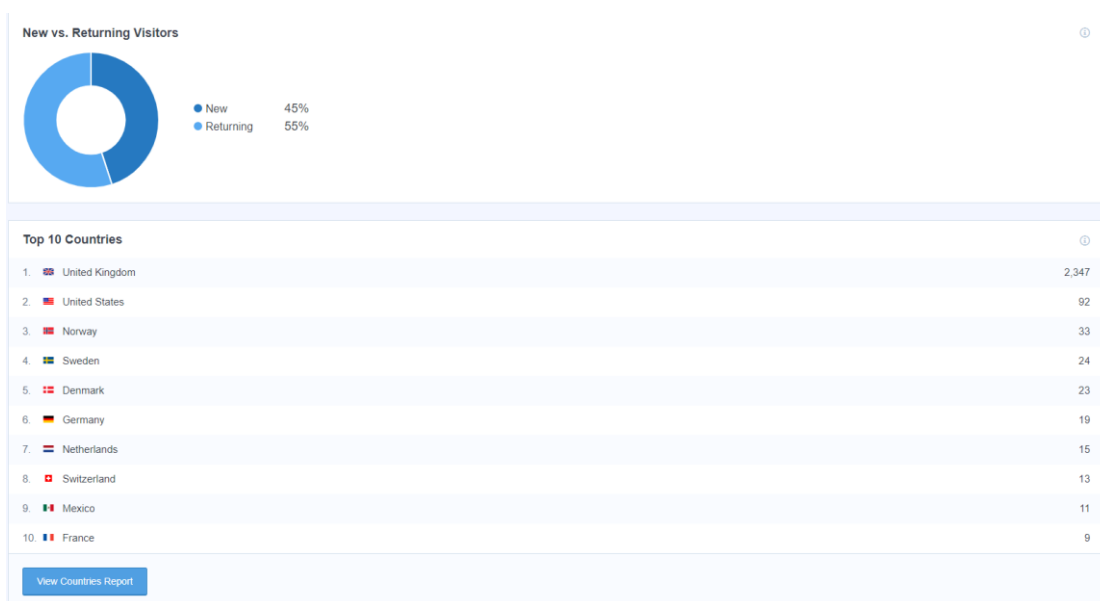
Last 30 days, the Instagram has reached 244 accounts down 25.2%, engaged with 14 of them (down 61.2%) and we have now 547 followers.

WEBSITE TRAFFIC

Website traffic is down on the previous 30 days.



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.



OUTLOOK

Greens posts

Shop stock

Various opens posts

Visitors advert

AOB

The subject of the Member's area was brought up and whether there is enough use of this to justify the cost to the golf club for having it.

It was decided that this area would be removed and the Franchisee's license fee would go back to the full amount. This will be effective from June 26th.

Date of Next Meeting – tbc

Close of Meeting the meeting closed at 8.30pm.