



# 2015 Membership Meeting

November 17, 2015



# Overview

- Introductions
- Election Results
- Member Surveys
- Financial Performance
- Summary
- Open Discussion



## 2015 Board Members

- Peter Gorski, Chairman
- Larry Welford, Vice Chairman
- Lloyd Harrison, Treasurer
- Hugh Risseeuw, Secretary
- Colby Keilty
- Sean Gleason
- Jennifer Koenig
- Ed Gillis, Asset Management Liaison



## 2016 Board Members

- Peter Gorski
- Larry Welford
- Lloyd Harrison
- Deborah McManus
- Colby Keilty
- Sean Gleason
- Jennifer Koenig
- Ed Gillis, Asset Management Liaison

*Fawn Lake*  
C O U N T R Y C L U B

Thank you Hugh





## Management Staff

- Patrick Feindt, PGA – Head Professional
- Dave Smith, Superintendent
- Heather Allen, Harbor Club Manager
- Jim Light, USTA – Tennis Professional
- Jesse Dwyer, Finance/Administration



# Who Are We?

- Our Mission

- *Fawn Lake Country Club is a private, nonprofit, family-oriented, social, athletic and recreational club dedicated to provide quality golf, tennis, dining, and related services*

- Our Vision

- *Building member value today and tomorrow*



# Dress Code Survey Results

## Overview:

- 304 Respondents
- Many Comments Offered
- Review of Key Responses
- Actions Board Will Be Taking



*Dress Code*  
*Survey Results*

*Survey Question: Do you know where you can find a copy of the Club's current Dress Code?*

- Yes 47%
- No 53%



## Dress Code Survey Results

Survey Question: *Members and their Guests are not permitted to wear denim jeans, or tennis attire, in the Main Dining Room at any time. Do you agree with this restriction?*

Yes - 64%

No - 36%

Survey Question: *Should denim jeans and tennis wear are permitted on the Veranda and in the Grill Room.*

Yes – 94%



## Dress Code Survey Results

Survey Question: *Gentlemen are required to wear their shirts tucked in at all times. Some shirts are designed to be worn untucked. Should the Dress Code permit the wearing of untucked shirts when the shirts are designed to be worn that way?*

Yes – 83%



*Dress Code*  
*Survey Results*

*Survey Question:* *Are you aware that members and their guests are not permitted to wear hats in the Harbor Club?*

Yes - 63%

*Survey Question:* *Do you agree with this rule?*

Yes – 69%



## Dress Code Survey Results

Survey Question: *What do you feel is the most appropriate way to deal with a Member or Guest of a Member who is not in compliance with the Dress Code?*

- a. Ask them to sit in the part of the Club facility that their dress complies with the Code. - 54%
- c. Serve the party and place a small note in their bill with the word "Dress Code" on it as a reminder for future visits - 25%



# Dress Code Survey Results

## Dress Code Survey Conclusions:

- We cannot expect our Members to comply with a Dress Code that they do not know where to find
- Members demonstrated strong support for the following elements of the existing dress code:
  - Denim Jeans
  - Tennis Wear
  - Beach Wear
  - Wearing of Hats in the Club
- Members want shoes worn at all times
- Shirts that are Designed to be untucked should be allowed



## *Dress Code* *Survey Results*

### *Board of Directors Dress Code Actions*

- Post Copies of the Dress Code in the Women's and Men's Locker
- Revise the Dress Code to Permit Shirts to be worn that are designed to be untucked.
- Footwear will be required at the Harbor Club at All Times
- Staff will seat you where your dress is appropriate. You will not be refused service if you do not comply with the Dress Code
- We will continue to monitor compliance and ask for the Members help



# Master Plan Survey Results

## Overview:

- 185 Responses
- Received Numerous Comments
- This is a Guide to the Preparation of a Master Plan
- Future Decisions will be made based upon Performance Metrics



## Master Plan Survey Results

Survey Question: *Do you believe that future plans for the Club should exclusively consider renovating the existing Club facility and not increasing the size of the current building?*

No - 77%

Survey Question: *Do you believe that the existing dining room is adequate to serve the Club now and into the future?*

Yes – 70%



## Master Plan Survey Results

Survey Question: *If you believe that the dining room is not going to be adequate for the future, how much larger do you think we should plan to make it?*

50% Larger      56%

100% Larger      25%

81%



Master Plan  
Survey Results

Survey Question: *How important is outdoor dining to you?*

Important to Very Important - 73%



## Master Plan Survey Results

Survey Question: Do you think that the Club should continue to host private functions (weddings / graduations parties/private parties, etc.), as part of its long term business plan?

Yes – 98% (Wow!)

Survey Question: Do you believe that in the future the Club should be able to host private functions in one part of the Harbor Club while serving members and guests in the restaurant at the same time?

Yes – 77%



## Master Plan Survey Results

Survey Question: *Have you experienced a lack of available parking at the Club during the past year at a time when you wanted to play golf, play tennis, or dine at the Harbor Club?*

No – 95%

Survey Question: *If you answered yes, approximately how many times has this occurred?*

Most Common Answer – 2 times (during Swim Meets)



# Master Plan Survey Results

Survey Question: *Do you believe that the Club should plan for an on-site fitness facility available only to members?*

No - 41%

Yes – 48%

Open to All Residents – 11%

Survey Question: *If you believe the Club should plan for an on-site fitness facility, would you be willing to pay a monthly fee to use those facilities if it were made available at a rate that is competitive with other gym facilities in the local area?*

Yes – 42%

No – 48%



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## Master Plan Survey Results

Survey Question: *It has been suggested that having a “Grille “ type facility with an outdoor deck overlooking the 18th green would result in more members and guests staying at the Club following their golf match, tennis match, or tournament, thus increasing club business. Do you feel that this is an important element to include in the overall Master Plan?*

Yes – 74%



## Master Plan Survey Results

Survey Question: *The Club will need to develop financial plans to pay for future planned changes to Harbor Club facilities. To achieve this would you be willing to pay an annual assessment to cover these costs?*

Yes – 68%

Survey Question: *If you answered yes to the question above, which of the following assessment plans would you support?*

4 Year Assessment – 70%

Assessment Amount - \$250 to \$750 Per Year - 70%



# Master Plan Survey Results

## Survey Conclusions:

- Our Members confirmed many of the assumptions made by the Board
  - Restaurant needs to be larger.
  - Outside dining is important.
  - Grille near the 18<sup>th</sup> green should be included in the Master plan
  - Outside Private functions are an important part of future plans.
  - Parking is important but not an immediate concern.
- It appears that an on site fitness facility does not have widespread support – and members are not generally willing to pay a separate fee to use the facility if one were built



## Master Plan Survey Results

### Financing Club Expansion:

- Our Members are willing to consider using annual assessments as part of a financing plan.
- \$250 per year to \$750 per year for 4 years appears to be acceptable to most members

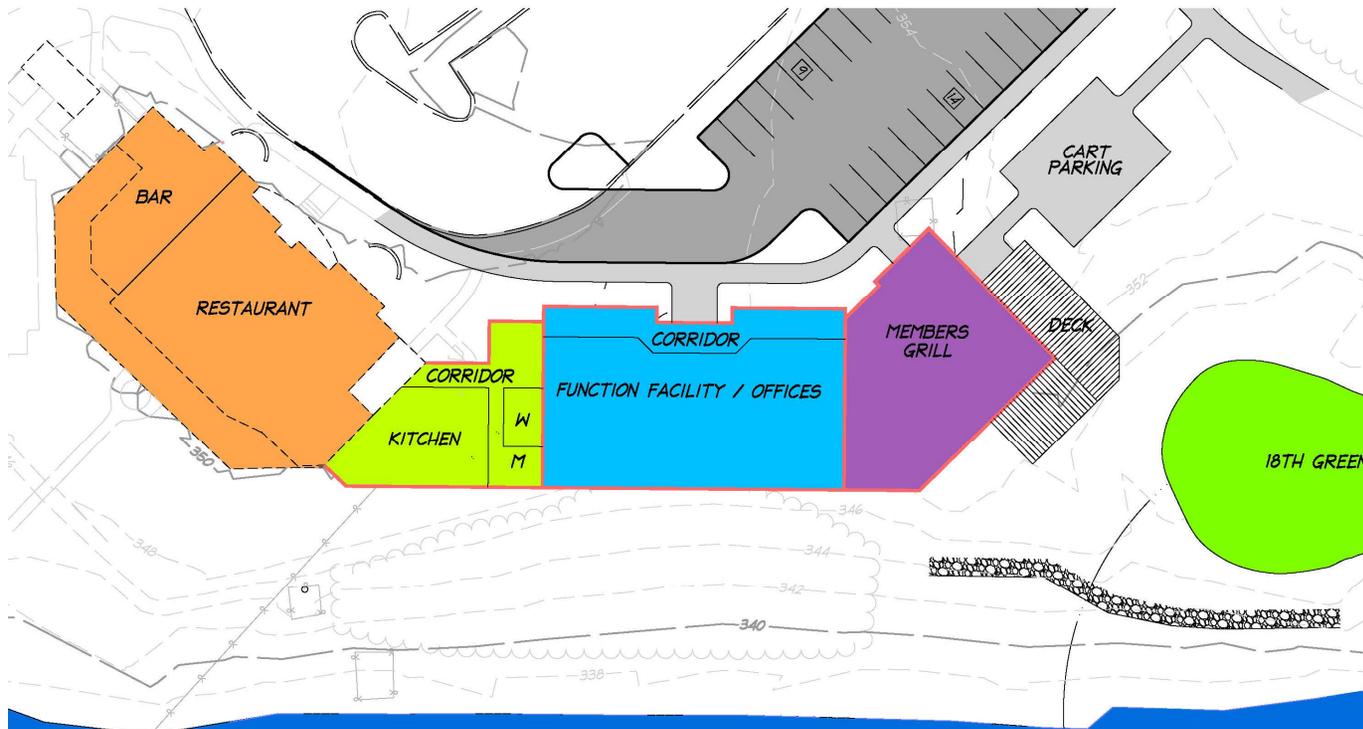
# Master Plan Survey Results

## Conceptual Master Plan:



# Master Plan Survey Results

## Conceptual Master Plan:





## Golf Carts

- Carts have always been leased under an operating lease – FLCC never owned them.
- Carts were not part of the purchase.
- Carts were not part of the reserve study.
- Current lease expired in September 2015.
- Had to do something.
- Endless cycle of leasing.



## Golf Carts

- After 5 years, for every year we defer fleet replacement, we pocket over \$50,000
- Golf Carts are FF&E, just like mowers, etc.
- Should be in the Reserve with a plan for replacement.
- Revenue stays in Ops but expense moves to Reserve.



## Membership Charting

- This exercise exposed a glitch – FLCC can't finance a thing on its own.
- Buying the community/country club assets in 2010 tied up everything.
- AM LLC and FLCA stepped up to the plate and made this happen:
  - Golf Cart financing
  - Increased line of credit



# Balance Sheet

## ASSETS

### Current Assets

Total Checking/Savings

Operating	Reserve	TOTAL
81,814.37	198,534.56	280,348.93

Accounts Receivable

Total Accounts Receivable

217,446.40	0.00	217,446.40
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Other Current Assets

Total Other Current Assets

64,270.79	10,250.00	74,520.79
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Total Current Assets

363,531.56	208,784.56	572,316.12
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Total Fixed Assets

22,973.71	358,090.04	381,063.75
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**TOTAL ASSETS**

386,505.27	566,874.60	953,379.87
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## LIABILITIES & EQUITY

### Liabilities

Total Accounts Payable

50,103.12	6,613.76	56,716.88
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Total Other Current Liabilities

333,885.18	0.00	333,885.18
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Total Current Liabilities

383,988.30	6,613.76	390,602.06
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Total Long Term Liabilities

0.00	202,798.86	202,798.86
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Total Liabilities

383,988.30	209,412.62	593,400.92
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Total Equity

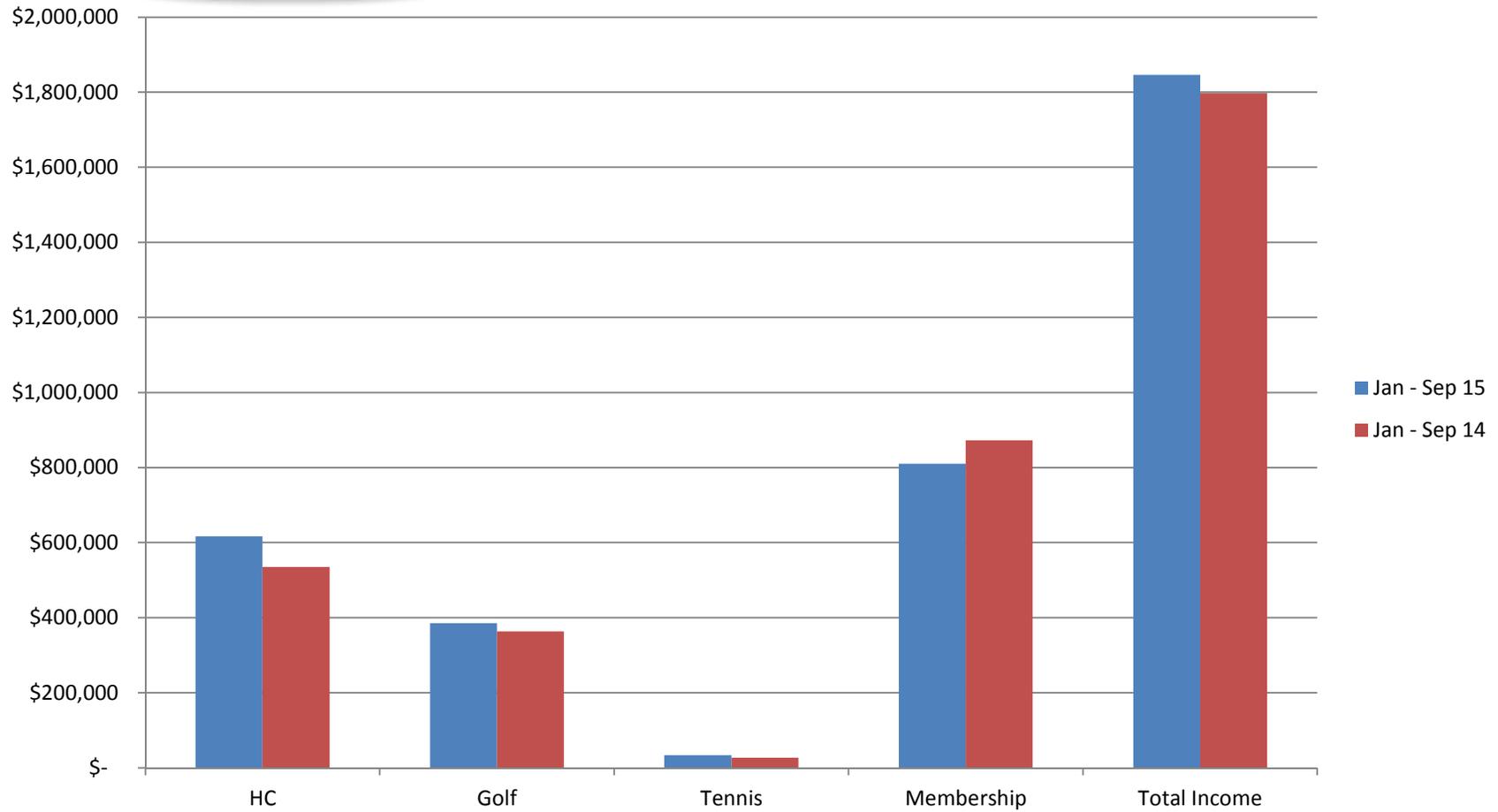
2,516.97	357,461.98	359,978.95
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**TOTAL LIABILITIES & EQUITY**

386,505.27	566,874.60	953,379.87
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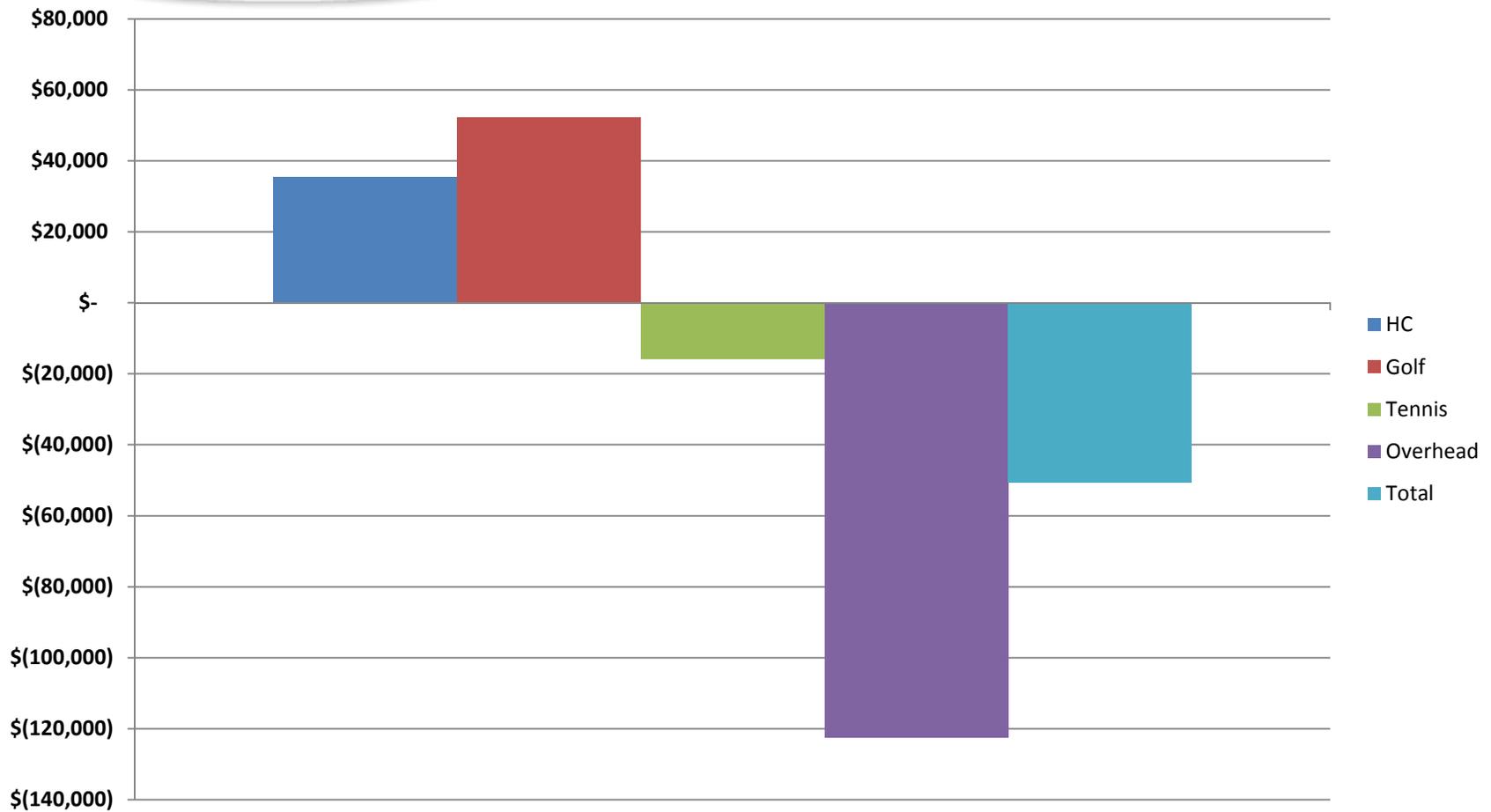


# Total Income





# Net Income (thru September)





## NTS

- NTS has added \$17,000 to the cost of the new lake lots going up for sale
- Upon closing FLCC with receive the \$17,000 initiation fee
- Dues will begin once the owner moves to Fawn Lake and initiates the membership
- NTS has added \$1500 to the cost of the new wooded lots on the south side of the lake
- Same program as the lake lots but a Social Membership



NTS

Special Thanks to NTS

&

Rick Berry

Now we need them to be sold



## Where are we going?

- New Members
  - Growth in all categories
- Enhanced Value to Existing Members
  - Sustained Open Clinics
    - Golf & Tennis
    - Jr Clinics
  - Inclusive Events
    - Evening team challenge (9 holes)
    - Friday Challenge
    - Member for a Day Tournament
- Outside Events
- Harbor Club Renovation



## In Closing

- Decisions made in 2015 will continue to have a positive effect on the strategic plan
  - Harbor Club optimization planning has had an immediate impact and looks positive for 2016
  - Inclusive activities and events in 2016 should drive more club utilization
- You have the most influence on our continued success. Your individual contributions through amenities utilization have multiple positive impacts which sustain operations and help shape our offering going forward.



# Open Discussion

*Questions and Comments:*

