

FLCC Board of Directors Meeting Minutes

Monday, September 23, 2019, 6:00 pm

In attendance: John Statler, Deborah McManus, Steve Gress, Bob Stumpf, Michael Woodcock, Fred Jenne, Bret Shiflett GM, Larry Welford (construction)

Deborah McManus called the meeting to order at 6:00 pm

Board voted on and approved new event center name “ The Cove at Fawn Lake

Expansion Finances (Deborah McManus)

- Total loan proceeds are \$1,018,351.55 as of today.
- Atlantic Union Bank has indicated extending the interest only period for 3 months (until Feb 2020) is easily accommodated and the full 5 months requested (until Apr 2020) is highly likely. We will formalize just before original loan conversion date of Nov 13.
- Total FLCC equity spent to date is \$353,083.29. NTS equity is \$400k. We will request final \$50k investment this fall/winter.
- As of today, construction cost including change orders stands at \$2,794,007, which after the \$25k contingency is \$55k or 2.04% over budget and being funded with the current \$20/member dues allocation.
- Final pricing is in from interior design firm for selected furnishings in the Member Grill and Event Center public areas. Heather did extensive work re-pricing Event Center Ballroom chairs/tables/etc as well as the “other supplies” needed for the member grill, event center, and kitchen such as place settings and glassware. See attached Furniture & Supplies spreadsheet for current estimates for all of these items, which have been translated into the project financial tracking spreadsheet.
- 3 Lifetime Memberships totaling \$105k have been sold to date. A fourth is anticipated today. We have a couple people interested in the fifth.
- Expansion committee currently reviewing various items to be funded with the fundraising campaign to determine which ones will proceed based on total fundraising and costs. Target is to finalize by November.
- One item in the expanded scope is to purchase member grill patio furniture rather than reusing the existing patio furniture. The club has re-engaged the interior design firm Anne Hale Interior Designs to develop a layout and furniture selections that would include dining tables/chairs, comfortable couch seating with cocktail tables, and seating around the fire pit.
- The Harbor Club expansion committee determined that a professional landscape architect is needed to develop a master plan for the outdoor spaces of the expansion including the member grill patio area, the front entrances, and the rear of the event center. The goal is to develop beautiful and functional spaces that attract new members, enhance the outdoor experience for existing members, as well as address wedding venue requirements. An RFP was released and 3 local landscape architects submitted proposals: HG Design Studio of Richmond, Greensward of Culpeper, and CiteDesign of Richmond. Proposals are under review and board discussed various pricing / process options.

Construction Update (Larry Welford)

Occupancy permit for expansion still planned for Jan 2020

Building Framing continues Area A and B,
Interior Walls, Bulkhead Walls, Bar Walls

New windows for MG have been delivered
Wall reframing will be done this month, then install

Outside Verandas and patios completed

Event Center roofing almost totally complete

New refrigerator and freezer has been installed
installation will be complete after electrical is hooked up

Initial drywall of MG ceiling has been completed

Old HVAC units reinstalled on top of HC
permanently wired and all working

The roof leader system has been installed

Grade change to improve 18th green view is complete

Ductwork in MG has started

Harbor Club Expansion - Other expenses (John Statler)

Wiring for Internet

Tommy Wallace electrical (run fiber and Cat 6 drops)	\$7,140
Infinity Tech (networking equipment)	\$8,004
Hardware Infinity Tech (computers and POS)	\$4,800
Business (Phones)	\$2,335
Printers	\$1,702

Furniture and Supplies

Members Grille furniture.	\$40,028
Event Center furniture	\$13,992
Event Center chairs (Chiavari Chair)	\$12,746
Event Center tables	\$3,063
Podium	\$3,265
Kitchen/Bar supplies Member's Grille	\$8,176
Event Center	\$14,023

Portable Bars	\$11,242
Still looking ???	

Exterior Carpet	Bids in process
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Parking Lot Sealing and Striping	Bids in process
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Harbor Club Committee (John Statler)

Meeting held Aug. 30

Agenda

Naming of Event Center

Event Schedule 2019 and 2020

Reorientation of Wedding venue

Member's bottle for specific liquor

Week in October for cheaper drinks

Art concierge Charmaine Mueller ends Nov. 20th
Need replacement or other options

August highlights revenue

8/20	\$3524	Big Brain trivia
8/21	\$4246	Wine Society
8/22	\$4345	Acoustic Thursday
8/23	\$4814	
8/24	\$4342	9 and Dine
8/25	\$2178	Brunch
8/30	\$4641	Patio Friday

2019 Private Events

October	3 weddings, 1 private event,
November	1 Private Member event
December	3 private events

2020 Private Events

April	1 wedding, 2 luncheons
May	3 weddings, 3 private Grad parties
June	1 wedding, 1 Grad party
September	2 weddings

August 5 venue tours

September 3 venue tours, 1 booked , potentially 2

Finance (Michael Woodcock and Bret Shiflett GM)

Strong month in August

Total profit of 6k

Food and Beverage up \$13k to last year

Initiation fees up with 10 new memberships, dues revenues continues to increase

Net Profit \$58k over last year to date

Total F and B COGS at 38% , 1% better than budget

Golf Committee Meeting Minutes - Friday, September 20, 2019

Members: Keith Armstrong, Chad Bell, Becki Davis, Terry Thompson, Jerry Watson & Brett DeGallery (Chair), Bret Shiflett (GM) and Drew Falvey (PGA) also attended.

- The Golf Committee met on Friday, September 20, 2019 @ 9:00 am
- Golf Rounds Played Report (Drew): (as of 8/31/19): 9443 – 990 over 2018 YTD
- Golf Membership Report (as of 8/31/19):
 - Total Membership: 531 (+35 ytd): 277 Social (+16); 33 Tennis (+8); and 221 Golf (+11)
 - Golf Memberships: 221 (+11 ytd): 171 Full Golf (+8); 30 Jr Executive (+3); 20 Sports (+0)
- The Golf Committee and Pro Shop staff are still emphasizing player check-in before the start of a round
 - We need to know who's on our course for safety and proper billing
 - We are at about 85% right now but need to get to 100%
- Course Guides
 - The Committee reviewed the draft of the FLCC Course Guide
 - A copy has been distributed to the Harbor Club staff, Golf Maintenance, and Green Committee for comments
 - Estimated completion date is middle of October, copies in hand
- Upcoming events:
 - The committee reviewed all upcoming events on the calendar
- End-of-season Survey
 - Each subcommittee is organizing a survey for their area
 - The survey will be very specific in regards to questions and who gets to take it
- Ladies' Golf Subcommittee Update (Becki)
 - Beginning in 2020 FLCC is joining The Women's Southern Golf Association (WSGA) and The Women's Eastern Golf Association (WEGA). Membership in these 2 associations gives the women golfers at FLCC the opportunity to compete at a high level in at least 6 Championships covering pretty much the entire east coast.
- Junior Golf Subcommittee Update (Chad & Jerry)
 - Fall season started, with practices the week of Sept 18th
 - 2 teams: *Travel*: 11 juniors that will play 6 matches vs other clubs in the area. *Club*: 16 juniors that will play 6 matches intra-squad here at FLCC
 - For 2020: addition of 17U Jr PGA team (currently only have team in 13U section)

- Men's Golf Subcommittee Update (Keith & Terry)
 - November closing dinner and agenda was discussed.
 - Update on funds in FLMG account.
 - Format issues for 2020 were discussed: low gross, low net
 - FL Cup point revisions (off season discussions) – continued emphasis on transparency
 - Deep freeze tourney (chili and beer). Date finalized: Dec 7
- FLCC Rules & Handicap Committee (R&H) met on September 20
 - Attendees: John Alison, Becki Davis, Ron Morris, Steve Pendry, Bret Shifflett (GM), Drew Falvey (PGA) and Brett DeGallery (FLCC Board of Directors)
 - The R&H is a Sub-Committee of the Golf Committee. See Organizational Flowchart on the Golf Blog: www.flccgolf.com
 - The Committee thoroughly discussed the R&H Policies and Guidelines for 2019. Becki Davis is finalizing and we will send to members soon.
 - The R&H also discussed current member handicaps from major events to access if they are in-line with expectations.
 - The World Handicap System is coming in 2020. The entire way handicaps are determined is changing. Steve Pendry is reaching out to the USGA to determine what our members need to know. Information will be sent in the fall so FLCC will be ready for a smooth transition.
- The next Golf Committee Meeting is Friday, Oct 18 @ 9:00am

SOCIAL COMMITTEE MEETING (Ron Ball)

Meeting was held on Thursday, September 5 at 4 pm at the Club

- Wine Society update
 - Wednesday, September 11
 - Expect good turnout of 40+ WS members
- Discussed FLCC and HC past events, upcoming events update
- Other topics
 - FLCC Oktoberfest on September 28
 - Need to discuss further with staff. Concern is short time to market event.
- RB developed an event planning template. Provided sample to committee members to review.
- Peter Zeranski recommended 1-minute survey to FLCC membership to see what member kickoff event they would like to see in the Event Center. Need approval from Board to proceed.
- Decided on events to start developing detailed plans
- Have next meeting on October 4 to review progress on event plans
- Other suggested events
 - Black-tie event with New York musicians. Fred Jenne would organize getting musicians here possibly for a charity event.
 - Adult spelling bee. This is an annual event usually sponsored by the Lions Club.
 - Civil War educational or informational event organized by the Friends of Wilderness Battlefield
- Planning for 2020
 - Some events in the Event Center will require deposits paid up front. Need to allow for this in the 2020 budget. Also affects cash flow. Suggest putting a placeholder amount in each month.
 - To have a successful turnout for member events in the Event Center there needs to be a budget for marketing. In planning social events, our goal is to generate revenue. In each plan, it will include some marketing dollars. Just want to make

Board members are aware that we need marketing to drive revenue.

o Need to decide what our policy will be for nonprofits that want to use the event center. For example, with the Lyons Club, would we charge a rental fee or just charge for F&B. The Friends of the Wilderness Battlefield has held events at Lake of the Woods and the General's Quarters Restaurant where they don't have the funds to pay a room rental fee. They pay F&B only.

Results of Tennis Committee Meeting (Fred Jenne)- Friday, 9/20/19

General Topics of Discussion:

- Rescheduled Member/Guest Tournament: To Sunday, October 27th

(Fred has guest players should members require)

- Tennis Clinic Success: Discussed the incredible success of our tennis clinics during Brian Ratzlaff's absence. We created a list of 55 young tennis players that have attended our various clinics over the past 2 weeks. It's Fred's intent to follow up with each player for marketing purposes. The feedback from the community has been very positive with this effort. Volunteer coaches included George Cheng, Brian Wexler, Theo Marcus, Pat Gay, Fred Jenne and Robin Long - with others (Jerry Watson) being added for this week's scheduled clinics.

- Tennis Championship Series Update: Discussion regarding 3 remaining Final Events (2 were successfully completed over this past weekend).

- Fawn Lake Grandmasters vs. LOW Sr. Tennis Team, LOW turn to sponsor in October.

- Clay Court Maintenance: Weed control, net condition, etal.

- Hard Court Maintenance: Fred to endeavor to create policy for the FLCA to properly clean and maintain their newly renovated hard courts. He has addressed one problem and effected weed control.

- Board discussed current status of Tennis Pro and expectations going forward. Fred can read relevant emails and answer questions on Brian's physical if needed.

- Misc.: Intramural League, Trophy Presentation(s) @ End of Year Dinner

Membership Committee Meeting (Bob Stumpf)

July 11, 2019

Minutes

· Membership Statistics

o Golf 201

o Sports 20

o Tennis 33

o Social 277 Highest # ever

§ Total 531 Highest # since 04/2012; Up 37

· Discontent growing among long term members

o Existing member forgotten!

o 3 different people made comment

o Food complaints: Not consistent, hamburger burned, quiche sometimes hot, sometimes cold

· New Member Reception

o New date is November 17 with reception at the home of Kathy Wanat

· FLCC Brochure

o Ron Ball incorporated Sally's comments

- o 1000 copies made at a very favorable rate
 - Fall Open House, September 29, 12:00-3:00
- o Revised Schedule
 - § Board-O-Gram September 7
 - § Send letter and email blast September 11
 - § Mail Post Card September 18
 - § Telephone follow-up September 24/25
- o Tour guides for Open House: Kathy and Bob
 - Fall Promotion (Fall Frenzy) (Attachment 1)
- o Free dues Nov-Jan
- o Let Hard Hat Special expire September 30: Fall Frenzy start December 1
- o No promotion for month of October
 - Grand Opening Promotion
- o Board comfortable with "grand" \$1,000 gift card concept
- o Progressive structure similar to Country Club Cash
- o Social, \$250; Tennis, \$500; Junior Executive \$500; Sports \$750; Full Golf, \$1000
 - Contest to name the Member Grille
- o Kathy to present plan for contest based on discussion (Attachment 2)
 - Harbor Club Women
- o Kristy presented plan (Attachment 3)
- o Large executive committee, by-laws, 2 major events in 2020
 - Next Meeting: October 9, 3:30

HARBOR WOMEN

1. GOAL

To increase membership for Fawn Lake Country Club by enticing women to participate in the activities and events produced by Harbor Women.

2. LEADERSHIP

A large and diverse committee representing all demographics of the club membership will be assembled to guide, design and execute the activities of the Harbor Women.

Committees

- A Steering Committee will be formed from interested members of the Membership Committee as well as a select few who represent successful organizations within the community and the target audiences.
- The Executive Committee should be not less than 12 women from diverse parts of the club membership. (i.e. established members, new members, women with young families, working women, retired ladies as well as a group of women currently in leadership positions for clubs and committees within the Fawn Lake Country Club Community)
- The Executive Committee will be led by Kristy McCormally and one or more co-chairs.
- The Harbor Women Committee will be large, selected and secured by the Executive Committee.

3. TARGET AUDIENCE

We are targeting non-members as well as socially inactive members who are looking for a new fit. The Yacht Club has a strong membership and active participation. It makes sense to work to pull this group back into FLCC as well.

4. SCHEDULE

Steering Committee Select/Recommend Executive Committee September

Executive Committee Select Full Committee/Refine Structure October

2

Full Committee Cocktail Party/Meeting/Roles October

Sub-committee Meetings Ideas/Planning November

Full Committee 2020 Cocktail Party/Reports/Schedule January

5. EVENTS

While the committee will generate ideas for events that no one wants to be left out of, it is reasonable to plan on two blow-out events for the first year and build on that success. Fawn Lake residents have a specific personality and many opportunities in which to be involved. With the opening of the Grill and Event Center, a spectacular and well-planned schedule of events from the Home and Garden Club, the timing of events produced by Harbor Women must be well thought out and events must feel exclusive and unique.

CONTEST FOR NAMING THE MEMBER GRILL

- The contest for naming the member grill will be in October.
- Promotion of this contest will be broadcast through the Board-O-Gram. It will also be promoted at The Harbor Club and the Pro Shop.
 - o At the Harbor Club and the Pro Shop, paper entries and an entry box will be available for members to vote.
 - o The entry will require the members name, their member number, their entry and date.
 - o There will be a contest timeframe of two weeks. Kathy Wanat will create the entry form and provide the entry boxes.
 - o The member will be able to submit as many entries as they wish.
 - o No member of the Membership Committee or their spouses will be able to participate as this might cause a conflict of interest.
- The winner and the new name of the member grill will be announced at the Annual meeting in November 2019.
- The winner will receive a gift card of \$150.00 and name recognition in the member grill.

Meeting adjourned 8:30 PM

Next meeting October 28, 2019