Board of Directors Meeting
March 23, 2015

Present: Brenda Upton, John Lawrence, Vernon Snair, Derek MacKinnon, Brandon Mosher, Rick Phelan, Rene MacKay, Phil Feely, Peter Simmons

1. Call to Order – 7:05

2. Additions to agenda – none

3. Approval of minutes – carried

4. Business Arising – will be covered under new business

5. Questions on reports – Rene MacKay was asked about exit interviews of members not returning in 2015; he indicated that there were a variety of reasons. Rene is considering ways of reaching out to re-engage previous members and will work with the Chair of the Membership Committee on various ideas. 2015 membership renewals will continue to be monitored.

   A discussion of Director of Golf report ensued, particularly membership options. A decision was made to refer the issue of membership variations due to health issues etc. to the membership committee for consideration.

6. New Business:

a. Japanese Beetle – external sources have recommended the use of chemical solutions (Acelypryn and/or Merit), and or beneficial nematodes, to address the Japanes Beetle / grub issue. Discussion ensued as to how to tackle this issue – specifically the timing of applications (spring / fall) and where to complete applications on course. It was agreed that further research will be completed before the April Board meeting and before making any final decisions.

b. Upstairs Hours (Dining Room). Early season hours will be streamlined in May with The Turn compensating for the reduced dining room/bar hours.

c. Spring Trial membership – it was agreed that the end date would be extended from May 31st to June 7th due to the delayed start to the 2015 season.

d. Opening Date – in the past 6 years the golf course has opened somewhere between April 3rd and April 18th. We are hoping for a May 1st opening day for this year.

f. Masters Event. Friday Masters open house will take place on April 10th. This member friendly social event will include complimentary appetizers, live music, and a cash bar.

g. Locker Rooms. The Board toured the locker rooms with discussion about possible renovations over the next year or two.

h. Christmas Pro Shop in the Mall. Sales for the month of December far exceeded any of the previous 6 Decembers. Costs included rent, advertising and wages. This was also a great opportunity for publicity / Ken-Wo brand awareness. Overall it was a positive experience.

i. Head Professional Year Round Pilot. Discussion ensued around the successes that Derek has had with corporate sales, presence in the schools, development of women's get golf ready program. He has also worked closely with Director of Golf to develop marketing materials, book corporate events and redesign the club's website.

j. Website development. General discussion ensued about the club's new website which is to be launched very soon.

m. Golf shop credits policy. There are significant outstanding golf shop credits, some that have been on the books for a few years. It was agreed that it was time for the policy to be reviewed and this was referred to the Finance Committee.

n. Board Committees. Chairpersons of committees were reviewed. All Board committees now have a chairperson in place with the focus now turning to populating said committees.

7. Next Meeting: Monday, April 20, 2015 at 7:00 PM

8. Adjournment: Meeting was adjourned by Phil Feely at 9:05 PM.

Minutes: Phil Feely