

MINEHEAD & WEST SOMERSET GOLF CLUB

MINUTES OF MANAGEMENT COMMITTEE MEETING HELD AT THE CLUBHOUSE ON
28TH JULY 2014 AT 6.00 P.M.

PRESENT

P Fullbrook - Chairman

John Fulwell – Treasurer

P Arbourne – Captain

P Bowden – Vice Captain

Jayne Fulwell – Bar & Social

G Wells – Course Manager

T Bowden – Competitions & Hcps

J A'Court - Premises

D Bickerstaff - Competitions & Hcps

K Lockett -- Vice - Ladies Captain

Ros Chidgey – Ladies Captain

IN ATTENDANCE:

T John (President), W Elston (Seniors Representative), A Giles (Minutes)

The meeting was preceded by a presentation from Concentric Partners Ltd who discussed a number of ways in which they may be able to provide business advice and guidance to the Club.

1. INTRODUCTION & APOLOGIES

The Chairman opened the meeting at 6.00pm. Apologies were received from G Mason, I Gover, S Archer.

2. MINUTES & MATTERS ARISING

2.1 Approval of Minutes: The minutes of the meeting held on the 23rd June 2014, circulated prior to the meeting were approved and signed by the Chairman.

2.2 Sign (Section 3 paragraph 5): A sign warning of a slip hazard was now in place inside the ladies changing rooms.

2.3 Maintenance of Equipment / Machinery (Section 4 paragraph 6): Alternative arrangements for the maintenance of equipment and machinery utilising services offered by Mr B Baker would not be possible. Mr Baker will be emigrating in the near future.

3. TREASURERS FORUM

The Treasurer's report together with details of the accounts up to the 30th June 2014 had been circulated prior to the meeting; these documents are appended to the minutes. The Treasurer expanded upon the key messages contained within the documents as follows:

3.1 Green Fee Income: The Treasurer reported that green fee income was well below budget and a cause for concern. Green fee income for July is currently £3.5k below the budget for the month and there are very few society bookings for August. The Treasurer advised that, despite the favourable impact of changes to VAT regulations whereby Green fee income was not subject to VAT with effect from 1st April 2014, it was unlikely that the budget of £70k for Green fee income for the current year would be achieved. He emphasised that the shortfall in Green fee income represented the greatest risk to the successful delivery of the budget for 2014.

3.2 Budgets: The Treasurer reported that subscription income was down but he anticipated that the situation may improve through fees being paid by Members in the R1 and R2 categories. He advised that bar and catering services are currently performing very well and that actual income to date was higher than budget. Course and Clubhouse expenditure remain relatively high compared to the budget but the Treasurer was hopeful that the situation would improve as the year progressed. Budgets for the administration and finance functions are currently under control.

3.3 Infill Income: The Treasurer reported that the income to date totalled £27,000 of which £9,500 had so far been allocated (£5,000 budgeted income figure plus an additional £4,500 for kitchen refurbishment). He advised that there may be a small amount of infill income still to come. The Treasurer pointed out that the infill income would have to be used wisely and that it could either be used for additional expenditure if necessary or it could be used to prop up the shortfall in income streams referred to above but it could obviously not do both.

3.4 Cash Flow: The Treasurer reported that the cash flow position was satisfactory and that the bank balance at 30th June 2014 was £107,000, this being a marked improvement on the £80,000 as at 30th June 2013. He was hopeful that this increase in the level of funds would be sufficient to enable the Club to operate to the end of the financial year without the need to seek additional finance. The Treasurer would continue to monitor the Club's cash situation.

3.5 Finance Sub-Committee: The Treasurer advised that the Finance Sub-Committee would initially consist of The Treasurer (Chairman), Andy Giles, Steve Plenty and Trevor John. The draft terms of reference for the Sub-Committee, having been circulated prior to the meeting, were unanimously approved.

4. CAPTAIN'S REPORT

The Captain gave a brief report regarding the recent Club match against Tiverton, the result being 9 – 1 in favour of Tiverton.

5. COURSE MANAGER'S REPORT

The Course Manager's report had been circulated prior to the meeting and is appended to the minutes. The Course Manager, Graham Wells, expanded upon the key messages contained within his report as follows:

5.1 Greens Sub Committee: At the recent meeting of the Greens Sub-Committee, issues that were discussed and approved included:

- To convene volunteer groups from various sections within the Club to carry out basic routine maintenance tasks on the course.
- To communicate and publish both short and long term plans regarding maintenance and improvements to the golf course.
- To curb practice on the course and in particular to stop players hitting practice balls off the 1st tee and not retrieving them.
- To provide clearer markings for the route around the course to be taken by buggies and carts.

5.2 Communications: G Wells advised the Committee that he had put in place various initiatives aimed at improving communications within the Club on matters associated with the Course. He has published and displayed landfill plans and will shortly be publishing details of short and medium term course policy and project work. Other initiatives will be progressed in due course.

5.3 Workload Priorities for Green Staff: G Wells advised that he was satisfied with the current routine maintenance programme for the course given the difficulties presented by a reduction in green staff numbers and ageing equipment. Feedback from members indicated a general level of satisfaction regarding the condition of the course.

5.4 Projects / Budgetary Control: G Wells reported that completion of work to the 14th tee will proceed as approved. Construction of a bridge to the 5th white medal tee together with work required for buggy paths will proceed subject to Committee approval of final costings. There are some issues with budgetary control particularly in the area of machine maintenance however G Wells will continue to monitor the situation.

5.5 Course Policy Document: G Wells outlined the main key messages contained within the Course Policy Document that he had prepared and circulated prior to the meeting. The document, which is appended to these minutes, sets out the Course Management Principles together with the Course Maintenance Principles and details of Medium and Longer Term Course Improvement Projects. The document was discussed and approved by the Committee.

6. ARNOLD PALMER COMPETITION

The Captain updated the Committee on arrangements for the Arnold Palmer Competition which will be held on Sunday 24th August 2014. He advised that there were still a number of matters outstanding but he was confident that these would be resolved in due course. The Captain reported that former Captain Steve Beswick had offered to donate a bowl to be awarded to the most successful Lady competing in the competition. It was unanimously agreed that Mr Beswick's offer be accepted and that the Ladies section be asked to agree the criteria for winning the trophy.

7. DIARY 2015

It was agreed that the Chairman, in conjunction with the Captain and Vice-Captain, should formulate the diary for 2015. The various sections of the Club were asked to submit their fixtures to the Chairman as soon as possible with a deadline set for the 30th November 2014 for the diary to be ready to be submitted for printing.

8. COMPETITIONS 2014

8.1 Competition Start Times: The Chairman reminded the Committee of a decision, made at the time when the current arrangements with the Club Professional were agreed, whereby competitions would not start before 7.30am. This had been agreed in order to allow green staff time to prepare the course for the competition. It also meant that the Club Professional would not have to bear the cost of opening the shop before 7.30am. It was unanimously agreed that this decision should be strictly adhered to and that Members would not be permitted to play in competitions before the first scheduled start time.

8.2 Wednesday Competitions: It was agreed to continue with the policy put in place for 2014, of transferring some competitions from Saturday to Wednesday; this enabled more start times to be kept free at weekends for visitors. The Committee agreed that the policy had been a success and with exception of The President's Trophy which would revert back to a Saturday, similar arrangements would be put in place for 2015.

9. BUSINESS PLANS 2015

The Committee discussed the production of Business Plans for the various sections of the Club. The Treasurer agreed to produce an outline program with the aim of getting Business Plans in place during 2015. The Treasurer emphasised the need to produce accurate and meaningful information regarding 2014, in the first instance, which could provide a foundation for plans going forward into 2015 and beyond.

10. MARKETING

A marketing report had been circulated prior to the meeting and is appended to the minutes. Jayne Fulwell expanded upon the key messages contained within the report as follows:

10.1 Visitors Leaflet / Feedback Form: Jayne circulated a draft leaflet / form which would be given to visitors to the Club with the aim of getting feedback from customers. The leaflet which would be distributed at matches, via the Pro Shop etc. was approved by the Committee.

10.2 Course Signs: Plans for producing signage for the course using Sterling Golf Signs was debated. It was unanimously agreed that the Club go ahead with the production of the signs on the basis that they would improve the course and generate revenue.

10.3 Development of Junior Golf: Jayne reported that she had spoken with Nick Pope (County Development Officer) regarding the development of Junior Golf. He had advised that targeting junior golfers through schools etc. had, in many areas, proved very successful in boosting club membership. It was agreed that this was sound advice and that the Club should investigate ways advertising the Club to junior golfers and their families with the aim of attracting new Members.

10.4 Membership Questionnaire: Jayne advised that the Marketing Group would be devising a questionnaire to go to all Members, with the aim of getting their views on various aspects of the Club. There would be an incentive of entry into a draw to receive a reduction from the 2015 membership subscription for those completing and returning the questionnaire.

10.5 Membership Categories: Jayne advised the Committee that the Club has only 25 full adult members under the age of 50. The Committee agreed that this should be taken into account when the membership categories are reviewed later in the year. The Chairman agreed to lead a review of membership categories with a view to producing draft proposals for the August meeting of the Management Committee.

10.6 Advertising Banner: It was agreed that the Club should investigate the possibility of displaying a banner at the entrance to the car park welcoming visitors to come and play golf.

11. CLUBHOUSE LIGHTING

The Chairman reported that he had been advised of the need for electrical maintenance / improvement work to be 'signed off' by an appropriately qualified electrician. In particular it was thought there was a need to ensure that the recent alterations to the clubhouse lighting were approved, in order to comply with the requirements of the Club's insurers. It was agreed that the Chairman would discuss the matter with club member Mr R Poirrer who was known to be appropriately qualified and to seek his advice on the matter.

12. OTHER BUSINESS

12.1 Minehead Festival: It was agreed that on Wednesday 13th August 2014 the clubhouse and its facilities will be open to the general public.

12.2 August Club Night: Jayne Fulwell informed the Committee that the August club night will be held on Friday 15th August and it will be a Bingo Evening.

12.3 Presentation of Competition Vouchers: It was agreed that only the winners of competitions will be announced and presented with vouchers at future club nights. Presentations will be made at the start of the evening with all runners up vouchers being placed behind the bar.

12.4 Ladies Club Championship: Tony Bowden reported that he had been questioned over the closure of the course on the day of the Ladies Club Championship. The Committee unanimously agreed that the course will continue to be closed for the day of this competition in the future.

12.5 Clubhouse 9th August: The Chairman reported that he had received an enquiry from club member Mr Richard Stevens who would like to bring a party of guests to the clubhouse on the evening of the 9th August 2014. This was unanimously agreed.

12.6 Hospitality (Butlins): The Chairman reported that he had received an invitation for Club officials to visit Butlins who would be providing hospitality for guests from 1.00pm until 4.00pm on Wednesday 13th August 2014.

12.7 Skylarks: The Chairman reported that he had received a communication from Val Anderson raising awareness of the plight of the Skylarks which nest on the golf course and surrounding land.

12.8 Landlord / Trustee Meeting: The Chairman reported that he had recently met with Mr J Luttrell who informed him that the landlord / trustees are quite satisfied with matters associated with the Club at present. Mr Luttrell also informed the Chairman that there would not be a further rent review for at least another 18 months.

13. ITEMS FOR NEXT MEETING

Matters raised in the presentation from Concentric Partners Ltd to be placed on the agenda for the August meeting.

14. DATE OF NEXT MEETING

The next meeting will be held on Thursday 28th August starting at 6.00pm.

Meeting Closed at 8.00pm.

Date _____

Signed _____

Chairman