

Minutes of Arscott Golf Club Board Meeting
Monday 26th November 2018 at 7.00 p.m.

Present: Nick Jones (Chair) John Simpson
Barbara Parnell Chris Brace
Geoff Harding Trish Harding
Paul Buckley Claire Evans
Paul Owen (Men's Captain)
John Ecclestone
Dave Wallace (minutes)

1. Apologies

Jacqui Mullineux (Ladies Captain), Keith Morris (Seniors Captain).

2. Declaration of Any Other Urgent Business

None.

3. Declaration of Interests

None.

4. Minutes of Last Meeting

- a) The Minutes were received and confirmed as a correct record;
- b) Matters Arising – none.

5. Reports from Directors

a) Managing Director

NJ reported that:

- there had been a good response from members at and since the AGM;
- the seminar for volunteers put on by England Golf had been held at the Club on 21st November. NJ had been surprised how other Clubs appeared to be struggling to find volunteers – so big thanks to all at Arscott GC who were putting in their time and effort;
- the lease was in with the Solicitor – Solicitor's bill and bill for Stamp Duty awaited;
- NJ and TH had been looking at the finances – identified a number of items in the accounts to be reconciled with Martin Hamer;
- NJ and PB had decided that they should come off the Men's Section Committee to avoid any potential conflicts of interest. CB and BP did not think there was the same issue for the Board members on the Seniors' and Ladies' Committees;
- the Men's Section Treasurer had requested confirmation that the Section would still be receiving the levy previously paid by the owner to them to reflect their contribution to the costs of running the Club (running competitions etc). The Ladies Section also received a payment per member. **The Board agreed that these payments should continue to be made.**

b) Finance and IT

TH circulated a spreadsheet showing monthly income and expenditure for August to October, with projections for November and December. There had been a small

deficit in October as green fees had been down, there had been a drop in food and wet sales, and it was a five week month for wages. Overall, the Club was proceeding OK, with no problems in terms of routine expenditure but no real scope for major new expenditure at this stage – this would be clearer in May.

NJ referred to the Black Friday deal (£325 to 31st July) which had been promoted (through Facebook and the Twitter page) at the suggestion of Sian – he understood that 4 members were moving back from Shrewsbury GC and two families were also interested. **The Board agreed that the offer should continue to the end of December, and then further pro rata discounted membership deals be offered in the New Year.**

TH and Sian were doing the first VAT return during the week.

GH asked about the arrangements for occupiers of the lodges playing golf – it was confirmed that they should be paying green fees. **Action: NJ to check if the was information on any who had not paid.**

JS raised the issue of non-compatibility of the billing system with some emails (PB: Club 2000 system and G Mail). NJ: will need to decide between Handicap Master and Club 2000 some time in the future (paying for two licences). PB: some connectivity issues with new printer. **Action: Agreed that PB procures the services of an IT specialist to resolve the various current IT issues.**

c) Business Compliance

PB: Sian had raised the distribution of GDPR mail out. **Action: PB to mock up a separate newsletter mailing and liaise with JS prior to distribution. PB then to report back to Section Captains to chase returns.**

d) House

CB: Clubhouse now looking good again – had been done in time for Hazel Jones' wake. Decor to be kept simple for now. The two main rooms would be redecorated some time in the winter months. There had been sufficient funds left over from the funding provided by the Seniors for the curtains to pay for voiles. **Action note: bills to be paid by the Club for tax efficiency.** PB had sourced some seat covers. Might need some tablecloths. Sliding doors had been made to work (JE), but will need to replace the track/hardware, possibly costing about £200. Also curtain rails to be replaced. Blackboard replacements being done – may then consider other refurbishments to the bar area. CB will prepare a phased scheme of works so that a potential programme can be agreed.

CB set out current staffing arrangements and issues. The Board discussed various opportunities for the staffing of the bar and kitchen. **It was agreed that the Club needed to recruit a full time employee in a managing/supervisory role. CB to discuss advertising with Sian.**

e) Course

GH reported on work undertaken, largely as set out in the current newsletter. GH was meeting monthly with the Greenstaff and would do a regular note to the Board. GH and NJ would also be meeting with Martin Hamer on his return from

holiday.

All equipment was working well at present, but mower blades would need grinding – probable cost about £1,200 for the two mowers. The leaf blower was a big time saver. More had been spent on the greens than in past years – money well spent.

PB:need to replace all yellow stakes with red for the Penalty Areas, and decide on any new Penalty Areas e.g. the banks on the 4th hole. Volunteers could paint stakes?

GH: need to source brackets to attach lifebuoys to posts and get some signs done.

NJ to ask Nick Evans re posts.

Concrete base with plastic tubes to hold all posts?

Signage – GH has a list with costs – has emailed Graham Humphreys.

Steve Travi has offered to buy 27 flags – GH proposes red/yellow/green for back/middle/front – to be installed in the Spring.

Lining of water tank is split. NJ: responsibility of Martin Hamer.

Proposed drainage work and path up 8thfairway – Andrew is going to cost.

NJ: has asked Ladies Section to fund a new tee mat(s). JE: better if mats taken in and cleaned in the summer.

GH advised that he would continue to have responsibility for safeguarding issues. He asked if the Club still had Golf Mark accreditation? NJ: yes. GH: there is a new accreditation called 'Safe Golf' to run alongside Golf Mark.

f) Marketing and PR

CE had circulated three documents for consideration:

(i) Possible 'Know Your Market' analysis from England Golf (£125 plus VAT Club's with Golf Mark accreditation) to assist the Club with targetting of marketing.

The Board decided not to proceed with this for now, pending the

Members' Survey. NJ advocated taking out advertisements to promote membership deals, including pushing the 'lifestyle' membership for younger adults. PB: need a solid strap line for promoting the Club.

(ii) Inaugural Members' Survey: CE had prepared a draft survey based on England Golf guidance, with help from GH, TH and CB, with input also from Glyn. England Golf could provide support by sending it out using the 'Survey Monkey' system – or could use Type Form (small charge). CE felt that the response rate would depend largely on the incentive offered. The Board agreed that the incentive of free entry in a prize draw be offered for responses received, with prizes of £50, £30 and £20 to be taken as bar credits or off membership renewal fees.

The Board went through the draft survey form and various amendments and additions to questions were suggested. The aim was for the questionnaire to be finalised, printed in house and distributed quickly, seeking returns by the end of

December.

- (iii) Proposed Short-term Communication Plan: various activities noted (membership deals discussed under item 5b). **The Board agreed that the Golden £10 ticket idea should be taken forward a.s.a.p., but thought that '30 rounds for £300' offer was not needed given the continuation of the Black Friday £325 membership offer.**
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g) Company Secretary

PB reported that all of the Directors had been registered with Companies House as of 26th November 2018.

Action note: PB asked that a Health and Safety item be included on the agenda for future meetings.

6. Any Other Business

PB: At the Volunteers Seminar, England Golf had provided the Club with some presentation ball markers to be used to recognise and thank volunteers for their notable efforts. **The Board agreed that three of the ball markers should be presented at this time – to Phil Sinclair, Kerry Roberts and Tim Evans.**

GH: Scorecards – have enough for a few months but suggest seeking sponsorship for next print run – he was looking at other Clubs' cards for ideas on improvements to layout.

GH: any likely interest in a calendar of photos of the course?

PB: need professional photographs of course for the website in any event.

JE: need to remind Martin Hamer of various jobs to be done by him e.g. the Clubhouse electrics;

NJ: need for a fire evacuation drill to be carried out. **Action: arrange fire drill and move evacuation point to car park instead of practice ground.**

NJ: noted large sign in field by Joe Hamer promoting sale of Christmas trees – suggested Club needs something similar.

NJ: A question was asked at the Club AGM regarding the Board doing something to mark Martin Hamer's contribution to the establishment and development of the Club. **Action: to be considered further.**

NJ: need for Christmas decorations for the Clubhouse before the Children's Party.

GH and TH offered a tree, CB offered to provide decorations.

NJ: Christmas meal/drink for staff, as in previous years? **The Board agreed that this should be offered again – NJ and PB agreed to arrange.** CB: The Seniors invite Martin, Sian and Glyn to their Christmas meal.

PB: for information, the date of the Men's Club Championship was being changed to after the membership renewal date.

7. Date and Time of Next Meeting

Next meeting to be held on **Monday 17th December at 7 p.m.**