

Minutes of Arscott Golf Club Board Meeting
Monday 15th July 2019 at 7.00 p.m.

Present: Nick Jones (Chair) Paul Buckley
 Claire Evans Chris Brace
 Geoff Harding Trish Harding
 Jacqui Mullineux (Ladies' Captain)
 Keith Morris (Seniors' Captain)
 Paul Owen (Men's Captain)
 Dave Wallace (minutes)

1. Apologies

John Simpson.

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:

DW/PO: The Men's Section had not agreed to meeting the full cost of the new PC, suggesting either a pro-rata split between the sections, or that the Board funded it as it was a capital item for the running of the Club benefitting all members. NJ argued that as the Men's Section received the levy from the Board (to be used for paying for Handicap Master and costs of running competitions, updating the Honours Boards etc) and a monthly payment from the Ladies Section towards the computer costs, then the Section should meet the cost. NJ considered that the alternative was for the Board not to hand over the levy in the future. **Action: DW/PO agreed to take the matter back to the Men's Section, given that the levy payment had been received this year.** GH suggested that there should be more clarity as to what the levy was to be used for next year.

CB: draft questions for second survey (on Clubhouse matters) circulated – comments requested.

GH: the mower and iron had been procured on hire purchase, and a new hole cutter was being ordered.

NJ: the Golden Ticket proposal had been implemented and sales were going well (116 so far).

PB: double bay driving net ordered.

5. Clubhouse Opening Hours

The Board discussed the various issues relating to keeping the Clubhouse open at quiet times. NJ considered that it was really only Tuesday and Friday nights in the summer when there was a problem. However, there was general agreement that there needed to be better information on opening hours/services available, including a board outside so that players knew what to expect at the end of their rounds, and that there needed to be better promotion of sales on the nights when there was staffing e.g. on Junior Nights. CE: the hours should be standardised. PB: scope for volunteers to help with staffing at quiet times. **The Board agreed revised Clubhouse summer closing times.**

CB explained that a new bar menu was being introduced, and there was going to be a hot food unit on the counter. Bar snacks (i.e. pasties and sausage rolls) to be available until the bar closes. In terms of catering for events, Josh needed advance information on requirements/expectations. CB would reconvene the postponed meeting for him and NJ with Josh to discuss sales promotion etc.

6. Marketing

NJ: there was an advert going in the Shropshire Star in the Open supplement, promoting membership and pay and play Wednesdays. The Golden Ticket sales were going well (116 so far) with thanks to Glyn and PB for their efforts. The Draw was due to be held on 1st August – **the Board agreed that it should be held at the Captains' Barbecue Night on 3rd August.** Next year it would be good to start selling tickets in the run up to Christmas, and to use the tickets as prizes for competitions.

NJ: Glyn has suggested a link up with a local junior football club, offering parents a free round of golf when a child signs up, as a way of promoting the Golf Club and introducing it to new people. Extra guests for £10. **The Board was supportive of this initiative.** GH: maybe other local junior football clubs would be interested too? NJ: see how first link up goes. NJ: Glyn was also handing out tickets encouraging visitors to play for £10.

NJ: Captains' Barbecue Night - tickets on sale behind bar - £15, including 9 holes of golf.

7. Reports from Directors

a) Managing Director

NJ: posters done to promote sponsorship of tee signs. Potential sponsors list circulated – suggestions of firms to approach requested. Sponsors get plaques attached to the signs – so will be asked to provide/agree wording/logos. **Action: GH and PO to liaise on sleeves and posts for the signs; NJ to provide PO with dimensions.**

b) Finance and IT

TH had circulated a spreadsheet showing actual and projected monthly income and expenditure, together with a finance report, prior to the meeting. June figures had

been adversely affected by the weather and course closures. The forecast annual surplus was largely accounted for now following the hire purchase of the new greens equipment plus the planned tee signage. Membership renewals had gone out, with a new community concessionary category to satisfy CASC conditions. TH was meeting with the accountants on 7th August to finalise the year end accounts, and will be getting the information required for the CASC application sorted.

c) Business Compliance

TH: the GDPR agreement question had been included on the membership renewal forms. Also business rates paid.

PB: Certificate of Validation for the Payment Card Industry had been received. Registration for food compliance with Shropshire Council required – **Action: CB.**

d) House

CB had circulated a report prior to the meeting, covering the loss of a week's revenue in June due to the wet weather/course closure, the appointment of a new chef and other staffing matters, essential works completed in the kitchen, the development of a revised bar menu, monitoring of hospitality services/opening hours, an initial meeting of a working party to review Hospitality and Clubhouse activities (including the development of a **risk/action register, to be circulated**), and the preparation of a business plan for the new Club year.

CB also reported on the need to replace the old fridge freezer and ventilation works in the kitchen, ideas relating to a drinks machine in the lounge area, and the replacement of window locks.

e) Course

a GH had circulated a note relating to a Greens Committee meeting held on 3rd July and covering various issues, including in relation to the irrigation system, plans for buggy path down the side of the ladies' 6th tee in the autumn, review of sand in bunkers, new ferrels/cups now in place on the greens, and tidying of Clubhouse surrounds.

GH also reported on further progress with regard to GolfMark, costs of brown signs from highways (NJ: better to change Club address to Pound Lane to get a postcode that would work in GPS?), progress by the Parish Paths Partnership in installing new footpath signs (bridleway signs to follow), and the reshaping of the fairways (plans circulated by email for comment).

GH queried whether the results of the first members' survey relating to course matters were being published. NJ: full results available in folder in bar. **Agreed: GH summary to be put on webpage...together with Board Minutes (PB to check Minutes ok for publication and then send to CE to publish).**

GH also asked about publication of next newsletter, as he had Course matters to include and was keen to discourage members from approaching him with issues when he was playing. PB explained that next newsletter would focus on Board matters, to be followed by one on events, Section news etc. **The Board agreed that members should be advised that any issues relating to the Course**

or Clubhouse should be raised through the Captains and Section Committees (who could then bring matters to the Board) and not direct to the Directors when on the course.

KM: bench on 6th tee unsafe – GH noted for action.

f) Marketing and PR

See also discussion and decisions under Item 6.

CE commented on the need to monitor whether people who had joined initially on deals had renewed, and to note new members. CE thought that the Club should try some of the EGU promotional campaigns in September e.g. Get into Golf. The Ladies into Golf, with lessons from Glyn, was proving successful. GH: Mark R from EGU was prepared to give presentations.

CE reported that the Recruitment and Retention Plan had been finalised – noted that the Club subscription rates were lower than comparable Clubs, except for the under 30 's age group. CE would be looking at a 5 year Plan in October/November, to feed into the Board's Strategic Plan.

With regard to new members, NJ commented that he was organising a challenge match between old and new, as a way of encouraging involvement.

g) Company Secretary

PB: nothing further to report.

8. Health and Safety

CB: need to resolve electrics issues with the owner. Also need to properly sort out the toilets in the men's changing room.

NJ: other matters for discussion with/action by the owner – bottom of balcony steps, cooker hood, condition of access road, and fishing in pools. CB: also the internal vacuum system, which takes up a lot of space.

9. Feedback from Section Captains

JM: Ladies would like a shelf for their use in the bar (for mugs) – CB will raise with JE; also sought clarification re deal for under 12's – NJ: children and grandchildren up to the age of 18 years, with parent/grandparent; and raised use of Club Development funds raised from the Ladies Section (about £1,000) – could this be held over to build up more to renovate the Ladies changing room? DW: Men's Section also thought that the changing rooms were a priority. CB: he would be looking at what could be done and the costs...maybe that, with help from volunteers, the costs would not be too great.

PO: need for water in the ball washers on the course. CE: could have water containers beside the ball washers so that members could top them up when needed? Also need to keep driveway at front of Clubhouse swept of grass cuttings etc? Maybe a working party action? TH/JM: a couple of working parties were planned. GH: planned to move the shoe cleaner from the front. DW: issue of towel

machines in men's changing room at the weekend - noted.

KM: the Seniors have agreed to fund the replacement of all of the remaining winter tee mats. GH will arrange. NJ: will need to redo the bases.

10. Any Other Business

None

11. Date and Time of Next Meeting

Next meeting to be held on **Monday 12th August at 7 p.m.**