

**West Shore Golf & Country Club**  
**June 15, 2020 Board of Directors Meeting**

Attendance:

- Brad Scott – President
- Mark Enright – Vice President
- Brian Kromrei – Treasurer
- Tom Tanciar – Secretary
- John Gaynier – Director
- Art Wahl – Director
- Lee VanValkenburg – Director
- Jim Houston – General Manager
- Joe Wilson – Golf Operations, Communications, and Membership Director

Guests: Dale Vestrant, EK Kammeraad

Absent:

Meeting was called to order at 6:00 PM.

Minutes from prior meeting approved.

**Committee Reports:**

**Finance – Brian Kromrei**

Current Bank Balance \$100,000

Delinquent Accounts is at \$23, 400. Joe Wilson working on letters to resigned members that owe money to the club.

Fixed Member Billing - \$790,000+ for 2020 Fiscal Year (Highest in last 15 years)  
Still have to make up for Outside Leagues, Outings, and small reduction in guests, bar, and Golf Shop sales but the day to day is running very smooth

2019 Payables fully paid:

Jeffrey's, Winter property taxes, other misc.

Cleared up all Old Party Accounts

Skillman Group has about 10 questions that need to get answered before they can finalize the 2017 and 2018 financial statements and tax returns. There is a big possibility that the IRS will penalize WS for filing late tax returns for 2017 and 2018. Once the financial statements are completed for 2017 and 2018, the Skillman Group will work on the 2019 statement. After the 2019 Financial statement and tax returns are filed, Dale Vestrant's company will take over completing the financial statements and tax returns starting 2020.

ACH had a small one day delay as we worked with the bank to make the process go faster importing a file from our Club Management System - should go much smoother going forward.

#### Cash Flow Projection for End of Season

- 3 Payrolls in July will be a large payable month
- Billing For Carts Later into the Season will help with receivables
- Employment Retention Credit – July 31 is 2<sup>nd</sup> quarter
- End of season still very difficult to predict at this moment, but things are looking much better than a few months ago

#### GI Rowing Club

- Paid \$2500 of \$5500 Bill
  - Asked for \$500 Forgiveness for Mowing this season because of COVID, BOD does not agree, since they ask for this every year.

#### **Grounds and Greens – Lee VanValkenburg**

Jeffrey's finished the cart path repairs.

Struggling with the weather conditions, the course is dry and firm.

The new jockey pump will be arriving within the next couple of weeks, cost was slightly over \$3,000.

Jim Houston estimates that we would need \$30,000 to \$40,000 to replace the piping and controls in the pump house. This can be done in phases as money allows. Tom Tanciar to work with Jim Houston on finalizing the plans.

## **Pro Shop – John Gaynier**

Normal Stock for the season has finally arrived

Still waiting on Titleist Golf Balls to come in – COVID shipping and manufacturing problems have been a big problem as main dealers are in Mass. And California where shut downs have been tough on companies.

Exploring Range Solutions – A net is being installed next to the Old Halfway House for Lessons and a Warm Up area for someone to hit a few Golf Balls.

Now at Full Staff but will need some help for events coming up in the summer and possibly some Pro Shop help for EK to start giving lessons (many requests).

## **Tournaments – Lee VanValkenburg**

Tournament Season begins End of Month in June.

Have to get creative with shotguns and Dining Room Limits.

Three Tournaments in a row on Weekends

- Couples June 27 Firecracker July 4 Old Pal July 11/12.

Match Play and Senior Club Championship?

- Normal Weekend Play has been insanely good thus far.
- Joe Wilson and EK will work on the Senior CC and the regular CC.  
Over the past seasons besides the Men's Championship Flight the player base has been close to exactly the same in both tournaments.
- Match Play – Could run a qualifier and first round matchups July 25/26 or just sign up and make brackets with everyone figuring out their own match, Joe Wilson and EK to figure this out.
- We are very locked with schedule unless we want to do something every single weekend/week at the club which was a large complaint years back.

Men's, Senior, and Ladies Invitational Updates are being worked on, but the Ladies are considering cancelling this year's event.

Couples and Skins League are both huge – Perfect timing to start leagues with restaurant open.

Men's Wednesday Leagues – Decent turnouts – still wish for better with only a combined 47 and will brainstorm ideas to make it larger going into 2021.

Drop in Games have been insanely popular thus far

- Ball in Hat averaging 16+ ;Women on Tuesday and Thursday averaging 12-16; Friday Drop In 28+; Sunday Army Game 48+

Golf Genius being used by All Leagues and starting to implement with Drop Ins

- Many compliments so far – staff still learning a lot day by day as it is still a very new product

Outside Outings – Creative with how they will be run with restrictions in Dining Room, In talks with:

- Wayne State Football on a Monday in late July
- Trenton Police Monday in August
- Trenton Hockey –Saturday, August 8<sup>th</sup>
- Gabriel Richard – Saturday, September 12<sup>th</sup>
- GI Fire – Saturday, September 19<sup>th</sup>

### **House and Social = Art Wahl**

Video Menu Boards Installed and in use in Downstairs Bar and Halfway House.

Health Department Check in is set for Middle of June:

- Were given a long list of things to do because of COVID and will learn more when they do come in – expect some of the day to day to change after this meeting
- Installed a Safety Glass on Halfway House (Material Donated – In House Labor)

BBQ has been very popular and creative way to handle bigger crowds with shotguns.

Staff has been working longer hours but allow us to have Halfway and Bar open for longer period of times on weekdays and weekends because we are busy.

Starting a new “pooling system” for gratuity for the F&B staff on a bi weekly basis.

Have to keep being creative for member events and leagues with restrictions.

### **Membership – Mark Enright**

262 Active Memberships as of 6/15/20.

Memberships Special will remain as is and will work with anyone wishing to join as a Full Member right now - will look toward something in the Fall for Full and Young Professional Members for the 2021 Golf Season.

With COVID and not much to do besides golf we have stretched the limit to see what membership number the club wishes to get to and still keep the Day to Day the same.

- 15-20 more Full Members would be ideal in a Financial Sense.

Even with a large loss of members mostly because of COVID, GI Free Bridge Closure, and normal retention we were able to make that up this season – need to work on keeping 90% each year and having members move up levels of Membership.

200 New Member Accounts since August 2018.

Keep improving the Membership Experience and add more benefits to a Full Membership as well as Capital Membership – need more Full Members and Younger Members for the future.

A note to be taken – each full member is paying \$1200 less in Fixed Costs than they were in 2018.

## **Web Site/Social Media – Mark Enright**

Continuing to implement technology every chance we can get which in the future will end up improving the experience as well as saving money for the club in the long run.

Working on Testing of updates to our current Club Management System.

Wi Fi and Internet to the Halfway House – will allow us to use Golf Genius out there as well as the ability to save many office hours during the Golf Season if we can connect to the server here in house.

- Another impressive project done by Johnny Pinage.

Website activity is up having all league and tee time linked to it.

- In a 7 day span in the end of June we had 457 unique site visits with most visits being done by mobile devices.

## **House Maintenance – Tom Tanciar**

Jerry Adamen has completed work on the HVAC upstairs as well as the fixing of the Downstairs Unit for the Dining Room where the compressor was failing – Jerry was asked to look into a price for the Downstairs Unit as it uses Freon and has problems each and every year.

- Cost of a Unit itself is approximately \$7500.

Various Plugs and Switches are being fixed inside the Clubhouse by Bob Pettry.

Continuous Improvements at a very small material cost will continue with the help of Members.

Cooler on the Kitchen Line went out once again.

## **By-Laws – Tom Tanciar**

No Report.

## Special Projects – Mark Enright

Improving the Member Experience, Facility, and other ways for the club to make outside money or save money in the long term.

### Long Term Projects and Improvements:

- Pump House
- Range (Warm Up Area)
  - This has been a large complaint received most thus far.
  - We bill approx. \$35,000 in Golf Services Fees which now includes the range.
  - The Range Tee can't fit this many members even if it was open.
  - Cage Quote was approximately \$25,000 just for poles, netting, installation.
- Downstairs Bar
  - Can be updated for a very low cost and really change the whole presentation of the entire facility which should lead to longer drinking time – very good Membership marketing tool when doing tours of the club. Most of the work can be done off season. Joe Wilson to get pricing.
- Cart Barn
  - 56-60 Carts (Member owned Carts???) Joe Wilson to e-mail all full capital members that there is room for two member owned carts for storage, but they would have to pay a 'trail' fee. Any member owned carts have to be approved by WS management.
  - Day to Day Operation effected how if moved to a different area.
  - Need more Space even though now we park the carts the most efficient way possible (Approx 27 by 95 right now) with Open air everywhere.
  - Parking Lot Spaces being used.
  - GICC Cart Barn is approx (100 by 100).
  - Joe Wilson to work on modifying current storage area.
- Waterfront
  - A huge opportunity for additional revenue down the road even if the land sale does go through. Joe Wilson to look into this.

- HVAC
  - 5 Units are used for the Entire Building
- Kitchen Coolers and Refrigeration
  - Water Cooled vs Air Cooled – Freon each and every year.
- Irrigation Upgrades?

### **Membership Handicaps – Brian Kromrei**

No Report.

### **Correspondence**

None.

### **Old Business**

None.

### **New Business**

There is an issue with a member that believes he should have capital member status. Joe Wilson and Jim Houston to look into it.

The meeting was adjourned at 7:58 PM.

Next meeting is on July 20, 2020.

Tom Tanciar  
Secretary