

GRANTS PASS GOLF CLUB
MEMBERSHIP COMMITTEE MEETING MINUTES
3:00 PM – 6/24/11

MEMBERS PRESENT: Ed Preisendorfer, Janie Kelly, LaVone Kirkwood, Matt Reams, Judy Ano, Cindy Nelson, Pat Tyler, Tom Vogel, Susie Frey, Jim Dalton, Kathleen Miller

MEMBERS ABSENT: None

➤ **CHANGE OF MEETING DAY-**

- Due to the availability of our new director, Mike Forshay, it was decided that we would move our meetings to the last Thursday of the month at 4 pm. Our next meeting will be on July 28th.

- **MEMBERSHIPS-** Janie Kelly shared her research on corporate memberships. Those present discussed the pros and cons of adding this category and the difference between this classification and our current Business memberships. Other types of categories were discussed ending with the most interest given to the development of a “Junior Executive” membership. Matt and Cindy will develop a proposed description for further discussion at the July meeting.

➤ **DP REQUEST-**

A past member who forfeited his membership and where it was necessary to waive much of what he owed to the club has now returned and has expressed interest in becoming a DP. After much discussion it was understood that the amount that was “written off” was negotiated with the club and in essence is a “done deal” approved by the Board. It was agreed that the committee endorse the return of this past member as a DP with the understanding that he pay 6 months dues in advance. He will not (as is the case with all DPs) have merchandise charging privileges. It was our understanding he only planned to remain a DP for this six month period.

➤ **OPTIMIZING GOLFING OPPORTUNITIES FOR THE BENEFIT OF CURRENT NEW MEMBERS:**

- **WOMEN’S SENIOR DAY**
 - 36 women have signed a petition for the Board to add a once per month women’s Senior Day to the roster in 2012. **This will be proposed to the Board for their consideration.**

➤ **NEWSLETTER:**

- The benefit of members having a monthly newsletter, given the other club information systems now in place, was discussed. It was decided that a higher quality quarterly publication would be of more value to the membership. In preparation to present this to the Board for their consideration committee members will collect newsletters from other clubs to determine our recommended components to include in a newly designed quarterly publication. These ideas will be reviewed at the July meeting.

➤ **TELEVISION ADVERTISING:**

- Filming for a 30 second television ad occurred today. A first draft of the spot is expected in the next two weeks. Matt will send the committee and participants in the ad a copy by email. At this time the advertisement is only expected to be shown on the Charter cable network.

MATT’S CORNER:

- Matt reviewed the lesson packages currently being offered. He noted that the ladies 5 week package filled. He has plans to offer this session again. The men’s “new golfer” package only received one student.
- The Evergreen loan is expected to be final within the next two weeks.

- Matt reported that the current high priorities for his staff and himself is:
 - Development of a new and more functional website;
 - Further development of the data base marketing system; and
 - Finalizing the Five Year Plan.

NEW MEMBER INTAKE SYSTEM:

- Mentor assignments were reviewed.
- Matt and Judy have developed a system to take new member pictures that will be published on the website and in the Monday memo. This is expected to begin in July.
- A new member orientation disk has been developed by Mike Buschke for our use. He plans to assist the committee by developing it further with music and/or a narrative component.

SOCIAL EVENTS:

- There was a discussion of the planned Oktoberfest. Tom, Matt and Rob will coordinate a date on Saturday that doesn't conflict with other similar events in the community.

➤ **NEW MEMBERS:**

- Three new members were presented and will be forwarded to the Board for approval.

MEMBERSHIPS FOR SALE:

- 37 Club memberships owned by the club are for sale. It was noted that 5 of the 37 are being utilized by Designated Players. This reduces the unpaid memberships to a total of 32. There are currently 4 memberships of paying members on the "for sale" list. This represents a reduction of 3 unpaid memberships since the last meeting.

The next committee meeting is scheduled for 4 pm on Thursday, July 28th.

The meeting adjourned at 4:45 PM.

Respectfully submitted,

Cindy Nelson, Chairman