



# Moorestown Field Club

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## Minutes of BOT Meeting on 05/19/2020

The monthly meeting of the Board of Trustees was held via video conference call. A quorum was present, and the meeting was called to order by President Matt Simeone @ 6:02pm.

Board Members present: Matt Simeone, Stephanie Morrison, Dave Ricci, Jeff Beam, Brian Deam, Pat DeHart, Jerry Miller, and Paul Gilhool. Also present were John Carpinelli, George Frake and Lisa Pine.

### 1. President's remarks:

- Matt thanked the board and staff for their ability to quickly adapt and adjust to the challenge posed by COVID-19.

### 2. Minutes: The minutes for the April 21, 2020 BOT meeting were approved as presented.

- **Action:** Lisa to post on the Website.

### 3. Financial report:

- Treasurer's Report: April 2020 results reviewed and approved.
  - Very favorable results and good expense management.
  - **Action:** Lisa to summarize deferred expenses and impact on full year 2020 budget, i.e. will we need to pay them at some time in 2020.
- Proposed Loan: closed and proceeds received May 1.

### 4. GM Report:

- 1<sup>st</sup> / 10<sup>th</sup> Tee and Pro Shop Plan: Beechwood is behind schedule due to labor issues they are experiencing. New ETC is 1<sup>st</sup> week of June. Quality of work completed thus far is particularly good. No change orders have been issued nor are expected.
- New Sign: has been installed. Very satisfied with results.
- Liquor Service: A joint meeting between the BOT and Liquor Service committee will be held on Wed, May 27<sup>th</sup>, at 6 pm at the club.
- Proposed Sale of Beer: BOT approved sale of beer for consumption on the course starting May 22<sup>nd</sup>. Will sell a six pack for \$12 in a take along cooler. George to manage distribution.

- **Action:** Need to document the ordering process and communicate to members – John will take point on this.
- **Action:** Need strategy to change habits of members as they are no longer allowed to bring their own
- Grill Service: BOT approved Foodwerx to start a grill service with limited menu starting Friday, May 22<sup>nd</sup>, pending confirmation with Nick.
  - **Action:** Foodwerx to define administrative and ordering process to ensure an enjoyable member experience and proper billing. John, George, and Lisa to coordinate with Nick.

## 5. COVID-19 Crisis Strategy Session:

- Attrition Risks:
  - Favorable participation rates in both golf and tennis since play was resumed May 2<sup>nd</sup> has reduced overall concern for significant attrition after the 2<sup>nd</sup> half dues are billed.
    - Most likely Case: 1-2%; Worst Case 5-10%
    - Higher risk for House members since facility will likely remained closed through the summer.
- Budget Planning:
  - Decisions:
    - Staffing: Ok to bring back a laborer and hire a summer worker, if needed. Do not hire Debbie.
    - Expense Management: Continue managing to the revised budget
    - PPP and EIDL Loan Options:
      - If we become eligible for the PPP loan, then apply for it. Approval by Congress not likely for at least 4 weeks
      - If we do not become eligible and we need funds due to loss of significant revenue, then we will apply for the EIDL up to \$150K. If we do not lose significant revenue, we will not apply.

## 6. Golf Pro Report:

- High usage since May 2<sup>nd</sup>
- 11 days with over 100 rounds, 9 of which were over 120 rounds
- Decisions:
  - Tee times for golf and reservation times for Tennis will continue
  - Tee time intervals will be reduced to 12 minutes starting Tuesday, May 26<sup>th</sup>.
  - George will modify the Tee Sheet so that it doesn't appear that 1 member is monopolizing multiple tee times.
- **Action:** Provide gift to Karen Mead in recognition of her development of the Tee Time systems. George to handle.

## 7. Membership Report:

- Success rate in converting candidates to members is 70%!! Kudos to Paul and Pat on their recruitment efforts
- Bond Transfer: BOT approved allowing a parent to transfer their bond to a child or grandchild. We also considered other immediate family members such as, parent or sibling, but agreed to just child or grandchild. No in-law transfers are permitted. Key provisions:
  - Current Bond holder must already be a resigned member or will resign before transfer
  - Party to whom bond is transferred must join at a Sports membership level
  - **Action:** Brian to draft new language for Article III of the Membership Rules and Regulations and distribute to BOT for approval
- Paul to propose revised pricing for Family Memberships at the next BOT meeting
- Associate membership is increasing, which creates opportunity to transition to a full membership
- “On the Ball” weekly emails started and well received.
- Exit Surveys: 25 sent and 5 responses thus far; most were from people that had moved.
- **Action:** Paul to recommend additional 1 – 2 resources to support recruitment
- **Action:** Paul to define approach to resurrect the Ambassador program. Would identify the members at start of each year; would serve for 2 years.
- **Action:** Add section on Marketing to the Newsletter. Paul to provide content to Lisa.
- **Action:** Pat to define approach for Front Line Mondays – MFC’s recognition of First Responders and Medical staff for their sacrifices during the COVID-19 crisis.

## 8. Old Business: Reviewed the Action Items report. Key updates:

- Liquor Service Planning: Preliminary draft of Business Plan and Project Plan sent to BOT. Will review feedback with Committee at next meeting.
- Bunker Upgrades: On schedule for the fall; no sand available in the spring as quarries were shut down due to COVID-19 crisis.
- Receivables Management: excellent progress in reducing the over 90 list and dollar amount. Thanks to Paul and Matt for their efforts

- **Action:** Lisa & John to draft ideas for improving the A/R process to prevent a similar increase in the 90 day after the 2<sup>nd</sup> half dues are billed
  - Lisa will be the point person for the process
  - Need to increase the touches with members that are 30 and 60 days past due with a focus on chronic offenders
  - Jerry to work with John and Lisa to review and action those on the over 90 day past due list
  - Lisa to send the Golf and Tennis Pros a list of the members on the 90 day past due list each month

9. Capital Plan: Approved proceeding with:

- Tennis Ball Machine for up to \$5k
- Acquisition of a portable bar. John will determine price and ask Board for final approval.
- **Action:** Lisa to develop new Monthly Dashboard reflecting:
  - Resignation Rate
  - Cash on Hand
  - Federal Emergency Funds Available (PPP or EIDL)
  - Capital Account forecasted at Year's End

Meeting Adjourned at 9:11 pm