



Moorestown Field Club

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Minutes of BOT Meeting on 12/17/19

The monthly meeting of the Board of Trustees was held in the dining room of the clubhouse. A quorum was present, and the meeting was called to order by Club President Matt Simeone @ 7pm.

Board Members present: Matt Simeone, Audrey Brisson, Stephanie Morrison, Dave Ricci, Brian Deam, Jeff Beam, Pat DeHart, Jerry Miller, and Craig Greenwood.

1. **President's remarks:** Matt recognized the various members that made the Cook's tour successful and those who did such a superb job of decorating the Clubhouse.
2. **GM Report:**
 - o John securing proposals for the Putting Green and Pro-Shop landscaping. Target is to present at the Jan BOT meeting. Suggested firms in addition to Young's: Flagg's, Bailey, Country Lane and Knolltop.
3. **Minutes:** November meeting minutes were **approved** conditional upon edit discussed.
 - o **Action:** Brian to send final version to Lisa
4. **Financial report:**
 - o **Action:** Further follow up with Rafter Lewis required to understand unfavorable variances in Nov actuals.
 - o **Action:** John and Lisa to investigate and advise what are the key drivers for the significant decreases in Operating and Capital cash balances.
 - o The 2020 Operating Budget was reviewed and **approved** conditional upon the following changes being made:
 - Update the document to reflect only the agreed upon 3% dues increase scenario.

- Add a line item under the Golf section for Trackman Software License in the amount of \$667. This reflects allocation of the 3 year renewal for \$2000.
- Develop the detailed monthly version that reflects:
 - Straight line revenue
 - Mix of straight-line and seasonality based expenses; secure guidance from Rafter Lewis
 - Present to BOT at January 20, 2020 meeting

5. **Membership:**

- Proposal to generate new members was presented by Pat Dehart and **approved** by the BOT.
- **Decision:** Membership Committee can decide, on a case by case basis, if the food cost paid by a member during a Membership Development event can count against the member's Food Minimum. They would need to coordinate such with the Business Manager.
- **Actions:**
 - Investigate viability of member development incentive programs for golf and tennis pros. Matt S.
 - Determine cost of proposed outings that George is scheduling. Jeff B.

6. **Committee reports:**

- Dining Committee: Audrey conveyed concerns raised by Foodwerx.
 - **Action:** Matt & David to meet with Foodwerx to review performance and discuss opportunities to grow dining revenues.
 - **Action:** Committee to conduct member survey to seek input for increasing Dining usage and traffic and, enhancing the experience.
 - Food minimum adjustment discussion will be a Jan BOT agenda item
- Long Range Planning: Audrey reviewed committee recommendations for 2020 Capital Initiatives and their priorities. **BOT approved.**
 - **Action:** Business Manager to update Capital Tab of 2020 plan to reflect anticipated loan proceeds and specific capital initiatives.

7. **Old Business:**

- Brian Deam reviewed the Action Items report. Key updates:

- Liquor License Acquisition: David advised that the Moorestown Township Council adopted a resolution for the auction of two club licenses requiring a minimum bid of \$500. MFC will continue with the application process with the Township and the State.
- Membership Rules & Regulations: Latest draft approved conditional upon addition of agreed upon Bond redemption alternative.
 - **Action:** Brian to review with Business Manager and generate final version.

8. **New Business:**

- o Marketing Membership:
 - Approved extension of 2019 promotions to 2020
 - Mike Perrone presented issues affecting our ability to attract new Tennis Members. The BOT discussed alternatives for addressing the competitive disadvantage posed by the current Bond requirement.
 - **Action:** Matt to send two alternatives to BOT members who will provide their preferences/feedback within 72 hours.
 - **Action:** BOT members to be prepared to discuss viability of a Non-Equity Membership option at the Jan BOT meeting
- o Social Events: Janice Powell presented proposed events for 2020, which were approved.
 - **Action:** Janice to insure all items are added to the Event Calendar

9. Meeting Adjourned at 10:10 pm.