

Minutes from Clubs Advisory Committee Special Meeting
May 8, 2013
Ocean Pines Yacht Club

Attendees:

CAC members: Les Purcell, Jack Ferry, Steve Lind, Ellen Spataro, Wayne Littleton, Diane Baker, Audrey Wahl, Sandy Reifsnnyder, Mary Anne Whitcomb
CAC members not present: Wayne Littleton
Board Liaison: Sharyn O'Hare

Agenda for Meeting:

Discuss process for selecting new name for new Yacht Club facility.

Background: The name "Yacht Club" sounds like a private or members-only facility—a fact that might deter people from visiting. The current name may evoke pre-conceived notions, sometimes negative, of a certain quality of food/level of service. However for special events, such as weddings, the Yacht Club name is a positive as it is associated with an elite location.

Areas of Agreement:

Keep the Yacht Club name for the catering/special events area; identify a new name for the casual dining/bar area on the first floor.

Run a contest to name the casual dining/bar area on the first floor. Benefits include publicity for the new facility and developing a list of contacts from the names of the contest entrants.

The contest will begin May 24 and end July 14. The contest is open to the public and ballots and ballot boxes will be located at the Yacht Club, Community Center and the Ocean Pines Association office. The CAC will meet at 2pm on July 15 to record the votes and decide which names to recommend to the Board of Directors (BOD). Les Purcell will make a presentation to the BOD at the July 24 meeting. The Board will make the final decision on the name and it will be announced at the closing party for the Yacht Club on September 1.

Tasks:

For the contest, CAC will work on drafts of a press release, voting ballot, contest terms and conditions. After member comments are received on these documents, the press release and voting ballot will be sent to Teresa for further edit and design. The final contest terms and conditions will be reviewed by the Board. Diane will make three ballot boxes and provide them to Les for distribution. After the voting begins, members will collect ballots every 2-3 days: Steve will collect ballots from OPA; Les from the Yacht Club and Sandy from the Community Center.

Next Steps:

Draft versions of the press release, ballot and contest terms and conditions will be sent to CAC members by Friday May 10, with comments due back to all members by Tuesday May 14. Mary Anne will collect comments and revise documents to send to Teresa and Sharyn.

There will be no meeting on May 16; the next CAC meeting is June 20