

**Clubs Advisory Committee Meeting
Ocean Pines Yacht Club
February 24, 2011
Final Minutes**

The Clubs Advisory Committee Meeting was opened at 4:00pm

Present: Mary Ann Whitcomb, Sandy Reifsnyder, Carol Ludwig, Bill Wentworth, Diane Baker, Yale Marcus

Food & Beverage Service Management: Joe Reinhart

Absent: Ellen Spataro, Pat Beisler. Board Liaison Tom Terry was attending a special Board Meeting.

WELCOME: Bill Wentworth welcomed all. Minutes from January 19, 2011 approved.

Report from Food & Beverage Service Management

Joe had a meeting today regarding work on a plan to institute a “one card” program for residents to use in Ocean Pines for purchases. This would also record and identify the popular areas where people are spending, and target marketing can be used to enhance income. There are challenges with interfacing with other point of sale programs already in place, but that might be solved by a resident credit card. Joe took us on a tour of the remodeling of the YC and outside to the rearranging of the outside area to include a tiki bar. Valentine’s Day Specials went well. Joe also spoke to others in his business, and weddings/catered affairs are down throughout most of the area, not just at the Yacht Club.

Public Comments-None

Old Business: Bill reported that the Board of Directors addressed the Clubs Committee recommendation regarding the expanded improvements to the first floor of the Yacht Club, plans for a happy hour/dinner time availability. Bob Thompson will consider extended services when the renovations are complete.

We also reminded ourselves that one time, individual complaints or issues should not be passed to committee members to be discussed at monthly meetings. Patrons should be instructed to use the comment cards available or to address the issue with the staff at the time it arises for better impact on possible improvements to customer service.

New Business:.

There was some discussion about the fiscal year of Ocean Pines and the impact on staff to be able to plan ahead for the quickly approaching active season, but not enough is known by this committee, such as the mandates regarding a 501c organization, County funding, financial planning, etc. to make a suggestion or a recommendation.

Yacht Club Plan:

Financial report was reviewed. Bill pointed out that the losses were comparable, though less than last year at the same period. Some of the financials were impacted by the change in plan to close the Yacht Club for major renovations.

Meeting adjourned at 5:00pm. Next meeting is March 17, 2011 - 4:00pm, Yacht Club.

Minutes respectfully submitted by

Carol Ludwig, Secretary