

**Clubs Advisory Committee Meeting  
Ocean Pines Yacht Club  
October 21, 2010  
Draft Minutes**

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

Present: Mary Ann Whitcomb, Pat Beisler, Sandy Reifsnnyder, Jim Yates, Yale Marcus, Carol Ludwig, Bill Wentworth

**Food & Beverage Service Management:** Joe Reinhart

Absent: Diane Baker, Ellen Spataro, Audrey Wahl

**Guests:** Bob Thompson-OPA General Manager and Tom Terry-President, OPA Board of Directors

**WELCOME:** Bill Wentworth welcomed all.

**Report from Food & Beverage Service Management**

Joe R. has 39 reservations for New Years and 30 for Thanks giving already. Busy weekend last week; parties; line dancing went well; Sunday brunch going well for off season. Sunday Tailgate working out pretty good. Upcoming this weekend is Kimosabee Joe.

**Public Comments**

Tom Terry reported that right now the consideration is to outsource the Country Club/Golf in a campus atmosphere. Entire Golf and Food and Beverage operations will be outsourced. Tom stated that the presentation about in-house plans for the Yacht Club and Beach Club won the Day.

**New Business:**

The Financial report was reviewed. Bill talked about the fact that Joe has cut costs as directed and now is the time to keep going in a positive direction. Expenses were cut, but the biggest expense of any business is personnel. The deficits were caused by not being able to book events during the planning stages for the remodel of The Yacht club.

Bob Thompson spoke about the future plans and recognition of the challenge that Joe R. has been under. Looking at outsourcing means you feel that you do not have the management to do what we need to keep going forward on the right things. When looking at the Golf club those weaknesses are evident in membership and revenue. When looking at the Yacht Club, that is not the same case. Joe can take us into the future with support and effective strategies. It now becomes about how to get more people to come into the YC. In considering improving the food and beverage operations, having one manager of three facilities is a stretch of our assets and Joe's area of responsibility will now be the Yacht Club only. The doors must be open to make money, so closing is not the right strategy. There will be some new venues downstairs with a Coffee bar, and coffee house atmosphere, quick meals. Draw will

be business meetings, locals, fisherman, etc. Phase 1 is the Coffee house. The plan of expenses will have to go back to the Board of Directors, but should meet with no resistance. Lunch menu is light and fresh, and adjustable. By relocating the bar, space can be picked up for more tables. Coffee house will also have evening desserts. There is still some creative planning needed, but hopes are to have it in place by Thanksgiving.

Bill asked about the competition with Casper and the management contract with the Country Club. Tom stated that we will co-exist with them and there will be managers on site, and it will still be part of our organization. The hope is that both venues will provide services for more draw of customers at each venue.

Bill also mentioned the need for a strategic plan and follow through. Tom stated that this is on the radar for the Board and a Strategic Planning group is forming and needs a leader.

Bill asked about our liaison and it is now Tom Terry.

Meeting adjourned at 5:15pm. Next meeting is December 16, 2010, 4:00pm, Yacht Club.

Minutes respectfully submitted by

Carol Ludwig, Secretary