

**Clubs Advisory Committee Meeting
Ocean Pines Yacht Club
November 17, 2011
Minutes**

The Clubs Advisory Committee Meeting was opened at 4pm

Present:: Carol Ludwig, Jack Ferry, Pat Beisler, Audrey Wahl, Les Purcell, Ellen Spataro

CAC Liaison: Pete Gomsak

Guests: OPA GM: Bob Thompson. OPA PR/Mktg Director Teresa Travatello

Absent: Diane Baker, Sandy Reifsnnyder, Mary Anne Whitcomb

Public Comments-None

Minutes: The October 20, 2011 Minutes were accepted as corrected.

OLD BUSINESS:

- **Review Financials:**
 - Carole reviewed the available financials concluding that the operating results showed a Net Profit.
 - Bob Thompson described how he reports revenue at Board meeting .The figures he presents provide a holistic snapshot of OPA finances. The report consists of number which illustrate variance from the projected budget with a focus on the expense center not cost center
 - Pete Gomsak remarked that October was positive in relationship to the projected budget for October.
- **Review and Update Committee Member Appointments/Term Dates**
 - Carol will send an e-mail providing this information to be included in the Annual Report and for member's information so that they may take action if necessary.
- **"Rocks" charges**
 - Bob t. informed the committee that charges for "ice' in drinks will no longer be a "billed" item shown as a charge

NEW BUSINESS

- **Executive Council Meeting**
 - The following information was provided in place of a report from Carol regarding the Executive Council Meeting.
- **Stevens/Duke Report**
 - Carol will provide the web site info regarding the CAC members obtaining the Stevens/Duke Report for their personal files.
- **Business Plan:**
 - Bob T. announced that he will discuss a Business Plan for the Beach Club, Yacht Club & Country Club at the December 10th Board meeting.
- **Inspection Results:**
 - Bob T. invited CAC members to attend the Town Hall Meeting scheduled for December 10th. An important agenda issue will be the inspection findings. The meeting will provide an opportunity for everyone on the community to ask questions, supply input, suggestions and comments. He felt that the Clubs committee would express valuable insights and support. The purpose of the Town Hall meeting is to get some direction from the community as to how to move forward on these pressing issues..

- The current inspections began where the previous inspections left off. They were much more invasive. One of the report findings showed structural damage on the 2nd floor which affected the main support of the building. A bid for \$6,000 to \$8,000 was obtained to do the repair work in order to make the area safe.
- **Yacht Club Management**
 - Jack Ferry commented that Leah was an effective floor manager
 - Bob T remarked that Leah is management focused and is a “people person”.
 - Bob also mentioned that Linda Heutner who is the current interim manager of the YC is a good back-end manager. She and her team are helping to get us through the interim months.
 - Bob ‘s plan is to:
 - Focus on improvements in management outcomes and consistent quality.
 - Keep management “in house” rather than out sourcing
 - Do things differently to manage: food costs (now at 58%)by getting competitive bids to improve pricing capability
 - Reduce employee expenses which include current 100% benefits are too high would prefer an 80/20 layered plan- the Yacht Club has two employees who qualify for 100% benefits. They are Colleen and Bob.
 - Examine salary ranges which are in the middle range when compared to other municipalities.
 - Ask employees to do more with less
 - Team work to improve menu-Do it well
 - Bob stated that as long as money is being made at the YC he plans on keeping it open after New Years. Both he and the Board are in agreement that it is a gathering place for the community and should be *Open for Business*.
 - Bob stated that there is consistent communication between the GM>the interim YC Manager and Public Relations/Marketing Manager
 - He encouraged the committee not to accept all the negatives about the community
 - Make positive remarks at meetings because it is the negative remarks which make the press.
 - Next steps: GREAT COMMUNITY
- **Inside Look**
 - There is a fundamental change in philosophy
 - Staff is being trained with materials shared by the Billy Kasper management team
 - An aggressive marketing plan for the catering package is being developed. It will be marketed through Teresa T’s PR/Marketing Department
 - Teresa T.’ s office. will have the benefit of interns from Salisbury University

ADJOURNMENT

- The meeting was adjourned @ 5:45 PM

NEXT MEETING

- There will be no meeting in December.
- The next meeting will be @ **4:00 PM on Thursday, January 19, 2012 at the Country Club**

Respectfully submitted,
 Audrey V Wahl
 Clubs Advisory Committee

