

Clubs Advisory Committee Meeting
 Ocean Pines Country Club
 January 17, 2013
 Draft Minutes

- The Clubs Advisory Committee Meeting was opened at 4: 00 PM

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

OPA Board Liaison: Sharyn O'Hare

Guest: Linda Stine-Billie Casper F&B Manager

Not present: Diane Baker, Sandy Reifsnnyder, Mary Anne Whitcomb

- Carol Ludwig, Previous Chair, of the Clubs Advisory Committee (CAC), introduced Les Purcell as the newly member elected chair of the CAC.
- Les welcomed all and called the meeting to order.
- Minutes from the November 15, 2012 meeting were accepted as read.
- Les opened the meeting by asking for open discussion on any topics of interest.
- Topics of discussion and highlights are as follows:

Topic	Highlights
Current & future openings on the CAC	<ul style="list-style-type: none"> • Pat B. will complete her term on the CAC by January 31, 2013. • Carol Ludwig submitted her resignation since she is now an employee of the OPA and as such is no longer eligible to serve on the committee. • Applications from Wayne Littleton and Steve Lind have been received and reviewed by the CAC Chair. They will be submitted to the OPA board by Liaison Sharyn O'Hare for final approval • Ellen S. & Diane B. tenures on the CAC will be completed in October & November 2013.
OP Consumer Needs/Wants survey	<ul style="list-style-type: none"> • Jack F. suggested that a survey be conducted that will focus on what the new Yacht Club should provide to help encourage its use by the OPA Community. • Comments: <ul style="list-style-type: none"> ○ Surveys have been done in the past. ○ There has been inadequate response by management that reflects the results of the surveys. ○ The OPA community seems to want to use the YC <ul style="list-style-type: none"> ▪ As a place for an affordable meal and drinks. ▪ To enjoy the entertainment provided ▪ To socialize. Attempts to "turn-over tables" have not been successful. This practice minimizes revenues needed to meet expenses. • Conclusion(s): <ul style="list-style-type: none"> ○ This seems to be the established pattern of the Bar area of the YC perhaps Catering Revenues can be the key to increased YC income. ○ Chef may be utilized for catered functions but may be unnecessary to provide regular food service in the bar area
New Year's Eve	<ul style="list-style-type: none"> • New Year's Eve was a success. (No numbers available) • Food & service was very good
Happy Hour at the Country Club	<ul style="list-style-type: none"> • Linda Stine (Casper F& B manager) <ul style="list-style-type: none"> ○ is glad to provide an alternative Happy Hour at the Country Club while the YC is closed and as long as she can provide good service to consumers who attend. ○ Is concerned that the POS computer software she has been using limits the capability to provide quality service if customer numbers greatly increase

	<ul style="list-style-type: none"> • Happy Hour (HH) will be from 4PM to 7 PM. • Light menu will be available: past menu offerings have included sliders, fried chicken, chili • The CC will stay open to serve the customers who remain after HH • Linda will plan intermittent special entertainment events such as a karaoke night on Saturday, January 19th. • CC will be open for Super Bowl and Basketball Tournaments. • Current plan is to be open for HH Thursday thru Sunday • Linda was pleased to attend the CAC meeting • Will be grateful for regular interaction with the CAC • It was suggested that she be proactive and approach Casper management for suggestions and recommendations to increase attendance for activities
Board Liaison News	<ul style="list-style-type: none"> • Board Liaison Sharyn O'Hare shared the following with the CAC: <ul style="list-style-type: none"> ○ F&B manager David McLaughlin: <ul style="list-style-type: none"> ▪ has a business plan ▪ is working on a staff training program ▪ is aware of inconsistencies in service & food and is working to remedy the problem ○ Need for a plan for a Grand Opening of the new YC which will please and impress. It will be designed to attract customers on a regular basis ○ Expressed concern for safety issues if old YC & new pool are open during construction of the new YC ○ Questioned the need for regular CAC meetings during the YC hiatus ○ Would like the CAC to be tasked with a project from the Board
Remarks from CAC Chairman	<ul style="list-style-type: none"> • Newly installed CAC chair Les Purcell suggested: <ul style="list-style-type: none"> ○ Continued, regular meetings of the CAC will enable new members to acclimate to CAC responsibilities ○ CAC will be better prepared to advise when the new season starts. • He plans to meet with both OPA F&B Manager David McLaughlin and Casper Director of Golf John Malinowski. <ul style="list-style-type: none"> ○ to introduce himself and establish a rapport for future conversations ○ To assure them of CAC support

- The CAC meeting was adjourned at 5:15 PM
- The next CAC meeting will be on February 21, 2012 @ 4:00 PM at the Country Club (upstairs).

Respectfully Submitted

Audrey V. Wahl
Clubs Advisory Committee