

Clubs Advisory Committee Meeting  
 Ocean Pines Country Club  
 February 21, 2013  
 Minutes

Present: Jack Ferry, Steve Lind, Wayne Littleton, Les Purcell, Sandy Reifsnyder, Mary Anne Whitcomb, Audrey Wahl

OPA Board Liaison: Sharyn O'Hare

Guest(s): Pat Beisler, Patty Shea-YC Catering Manager, John Wetzelberger- Budget & Finance Committee

Not present: Diane Baker, Ellen Spataro

The meeting was opened @ 4:00 PM by Les Purcell Chair, of the Clubs Advisory Committee (CAC).

- Les introduced new CAC members Steve Lind & Wayne Middleton and welcomed them to the committee.
- Minutes from the January 17, 2013 meeting were accepted as corrected.
- Les opened the meeting by asking for open discussion on any topics of interest.

Topics of discussion and highlights are as follows:

Topic	Highlights
Minutes	<ul style="list-style-type: none"> <li>• Steve Lind commented that the January minutes referred to previous surveys that had received inadequate responses from management.</li> <li>• He agreed that utilizing a chef for catered functions and a cook for regular food service might be a good plan for the YC to become self sufficient.</li> </ul>
Yacht Club	<ul style="list-style-type: none"> <li>• Sharyn O'Hare shared that a final vote will be taken on the following:               <ul style="list-style-type: none"> <li>○ Will the YC be open for this summer season</li> <li>○ Possible Plans for a "Tear the Roof Off" party for labor Day as a farewell send-off to the old building</li> </ul> </li> <li>• Question:               <ul style="list-style-type: none"> <li>○ Should the CAC be available to help plan events?</li> </ul> </li> <li>• Comments:               <ul style="list-style-type: none"> <li>○ The CAC has previously offered to assist in various capacities which will enhance YC performance.</li> <li>○ The CAC feels it would be appropriate to:                   <ul style="list-style-type: none"> <li>▪ Assist with making better use of the Comment Cards available at the YC by:                       <ul style="list-style-type: none"> <li>• Tallying and analyzing the cards</li> <li>• Suggesting rewards/discounts/ incentives for birthday's or other occasions mentioned on the cards as a thank you for their patronage.</li> <li>• Formalizing feedback to respond to concerns and/or compliments made on the comment cards</li> </ul> </li> <li>▪ Suggest events to attract attendance</li> <li>▪ Participate in the planning of events only when needed or appropriate</li> </ul> </li> <li>○ When a Committee or citizen offers advise and/or suggestions to the Board-They rightfully expect the courtesy of a response.</li> <li>○ An unreceptive Board gives the impression that the advisory committees have no value. Committee remarks and comments should not fall into a black hole of unresponsiveness.</li> <li>○ On the other hand-It is imperative that the Liaison to the Board receives a response from a committee when appropriate</li> </ul> </li> </ul>
Yacht Club Events	<p>YC events have been planned for Fiscal 2013. They include:</p> <ul style="list-style-type: none"> <li>• Saturday and Sunday March 16<sup>th</sup> &amp; 17<sup>th</sup>- St Patrick's Day Celebration -               <ul style="list-style-type: none"> <li>○ Irish Food, Drinks and Music-Celtic Brunch (Sunday)</li> </ul> </li> <li>• Friday, March 29<sup>th</sup> -Bryan Clarke –Dinner &amp; show</li> <li>• Sunday, March 31<sup>st</sup> –Easter Brunch (9AM-1 PM) Easter Dinner (3PM – 6 PM )</li> <li>• Dates for Bookings from March until September 1, 2013 will be announced.</li> </ul>

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New Yacht Club Comments	<ul style="list-style-type: none"> <li>• Catering can be a “jack-pot” in the new building.</li> <li>• There has been some positive “buzz” about the building</li> <li>• Will the YC pool be ready for a Memorial Day Opening?</li> <li>• Will the new YC be available for New Year’s Eve?</li> <li>• Sharyn answered some of these questions           <ul style="list-style-type: none"> <li>○ Permit delays for gas tanks, parking, new pool etc... have resulted in postponing original construction start date.</li> <li>○ Every precaution will be taken to insure safety of residents while old club and pool are in use during construction of the new YC.</li> <li>○ All steps have been taken to assure that the new YC will be “built right”.</li> </ul> </li> </ul>
Issues of Concern	<p>Some other areas of concern expressed at the CAC meeting included:</p> <ul style="list-style-type: none"> <li>• Does a training manual exist? If so:           <ul style="list-style-type: none"> <li>○ Do all new hires receive standardized training?</li> <li>○ Does all staff receive ongoing refresher training?</li> </ul> </li> <li>• What is David’s vision of the YC? (Menu, ambiance, type of service, customer needs/wants?)</li> <li>• How can consistency of food quality &amp; service be achieved and maintained?</li> <li>• Are there crises control protocols in place? How are complaints handled?</li> <li>• How can customer comment cards be used in a constructive way?</li> <li>• Other questions concerned the actual design of the building such as:           <ul style="list-style-type: none"> <li>○ Is an appropriate sound system included?</li> <li>○ Were acoustics considered?</li> <li>○ Does invasive sound travel from area to area?</li> <li>○ Can background music be accessed using the stations available on Television?</li> </ul> </li> <li>• Les will invite YC Manager David Mc Laughlin to address some of the specifics and policies regarding the YC</li> </ul>
Happy Hour at the Country Club	<ul style="list-style-type: none"> <li>• Happy Hour (HH) at the Country Club continues to be from 4PM to 7 PM.</li> <li>• The light menu that is available seems to be popular and is affordable.</li> <li>• It is the type of food that can be plated and served quickly.</li> <li>• It was suggested that a similar menu might also be popular in the Bar area of the new YC.</li> </ul>
Board Liaison News	<ul style="list-style-type: none"> <li>• Board Liaison Sharyn O’Hare will inquire if the current business plan has been made public and can be shared with the CAC</li> <li>• A Communications Seminar is scheduled for March 13<sup>th</sup> @ 6:30 PM at the Community Hall. The topic is “Writing Publicity Releases”.</li> </ul>
Remarks from CAC Chairman	<ul style="list-style-type: none"> <li>• Les reminded the committee that he was going to invite David McLaughlin to the next meeting.</li> <li>• He suggested that the committee submit questions &amp; concerns regarding the new YC ahead of time to Les.</li> <li>• Les will submit them to David so that he can be prepared to answer them.</li> <li>• Les thanked Pat Beisler for her service to the people of Ocean Pines as a member of the CAC.</li> </ul>

- The CAC meeting was adjourned at 5:15 PM
- The next CAC meeting will be on March 21, 2013 @ 4:00 PM at the Yacht Club

Respectfully Submitted  
 Audrey V. Wahl-  
 Clubs Advisory Committee