

Clubs Advisory Committee Meeting
Ocean Pines Yacht Club
March 15, 2012
FINAL

The Clubs Advisory Committee Meeting was opened at 4pm

Present:

Carol Ludwig, Diane Baker, Jack Ferry, Mary Anne Whitcomb, Pat Beisler, Ellen Spataro, Sandy Reifsnnyder, Les Purcell, Pete Gomsak

Public:

Nancy Powell, Ocean City Today

Actions

- Carol Ludwig will invite Bob Thompson to attend the April 19 meeting. Members would like to discuss issues on the consistency, quality, training and speed of service at the Yacht Club as well as ask what assistance or advice we can provide.
- The CAC provides the following comments on the Java Bay customer survey form: we suggest the use of a five option rating scale, including a neutral rating. The Committee would also like to suggest the survey be expanded for comments on the entire Yacht Club. The CAC asks OPA if they could share any data from the surveys, particularly any trends over time.
- The CAC suggests that the Board investigate securing an onsite permanent liquor license at the BC that would allow liquor service to the general public instead of the current transitional license that allows alcohol service just to Ocean Pines members.
- The Clubs Advisory Committee (CAC) will focus on the bottom line operating data for the Clubs to look at overall trends over time and not more detailed financial reports.

Old Business

Carol Ludwig noted that the Board of Directors approved Pat Beisler for an additional 1-year term

New Business

Financial Reports

Because of timing of the Board meeting and the CAC meeting, the CAC has financial data almost two months old. Instead of preparing and reviewing detailed financial data, we will review a monthly comparison of the net operating data and look at overall trends over time. Carol will continue to get data for events.

Members were interested in getting more detailed information from events—catering, dinner theater, and special dinners. The information requested from Teresa will be how the event went as well as financial data if available

The CAC was asked for input on the Java Bay survey cards before they are reproduced. A suggestion was made that the word “fantastic” as a rating may not be the right word—perhaps the survey card should include five options, including a neutral rating. Five options include a neutral option, clarify if the survey should be refocused on whole Yacht Club not just Java Bay.

Members asked if there was an analysis completed of the survey reports. If so, how have the ratings changed over time?

The committee reviewed advertising brochures from the Ocean Pines Beach Club, Pool, and Yacht Club events.

There was a discussion on the status of the provisional liquor license at the Ocean Pines Beach Club that requires alcohol only to be served to Ocean Pines residents. The license may involve Ocean City and there is a provision that you have to be associated with a hotel? Another option for non-Ocean Pines residents could be to pay for a one-day membership. Pete noted that the committee can make a recommendation to explore getting a liquor license to cover other than Ocean Pines residents. This is not an issue for catered events; just onsite liquor license. He asked if that was desirable for the bar to be open to the world or focused on Ocean Pines residents. Recommendation—Suggest the Board investigate securing an onsite permanent liquor license at the Beach Club that would allow liquor service to the general public instead of the current transitional license that allows alcohol service just to Ocean Pines members. Carol will complete the charging document and forward to the Board through Pete.

Ellen said there was an article in the February 26, 2012 Daily Times. There was some concern about the photo in the article of staff members without a hairnet and gloves. Pete inquired about it and Bob Thompson said the photo was staged and that it was not a real situation.

Pete Gomsak's Report

Update on the Yacht Club/Country Club renovation/construction

There was a decision to decouple the Yacht Club from the Country Club in the next actions. The Board voted to allow the GM to proceed with design/build process. In the design/build process, information on the construction concept is provided to builders and builders develop a plan around the basic concept, thus providing different approaches and different ideas. Ocean Pines first selects the builder and then the contract with specifications is negotiated. Modifications are being made to Yacht Club concept as a result of Town Meetings; there was a lot of input received. The two most common things heard were to make the downstairs able to be used year-round and that the second floor be used for dining.—enclose the downstairs, second floor be a dining option as well. The operating schedule (year round vs. seasonal) is yet to be determined. Design/build has two purposes—it allows individual contractors to bring ideas on what they think as well as avoiding costs for architectural fees. As part of the design build process, the Board will also know the cost of the new facility as well as the alternative cost of a renovation to the existing facility. The Board is letting the General Manager manage this process. The numbers from the design/build will allow the Board to decide on the specific question to put to referendum. Timeframe—the referendum on the Yacht Club will be held about June 15. If a proposal to build a new facility passes, there are some options on next steps. Depending on where the footprint is—we could possibly keep the current facility open while construction is started.

Yacht Club Food and Beverage Discussion

Jack asked members about their opinion on the quality of food and beverage at the Yacht Club. Carol said she has heard positive comments; she feels that the management does not have the Yacht Club staffing worked out. Jack said on Friday nights, people are jammed at the bar and that they are also eating at the Yacht Club. Pat agreed that there were more people eating at the Club but there is no excuse for long waits for food. Les said he has been there on Saturday nights when there is no entertainment and it is still busy. Ellen said there should be a food expeditor to speed up process. When there is a new food and beverage manager, the group can provide feedback. Les said he was aware of meetings where there was a customer service course being designed; he does not know the status of this training. Pete said Billy Caspar Golf is sharing their training materials with the OPA staff.

At the next meeting the committee would like to talk with Bob Thompson about consistency, quality, training and speed of service at the Yacht Club.

Public Comments- Nancy Powell said she arrived at the Tern Grille for our meeting, just before closing and the manager ignored her and did not offer to serve her. Carol said the management has discretion to close early and the doors were open for the CAC meeting only.

The next meeting is April 19 at the Yacht Club.

Respectfully submitted,
Mary Anne Whitcomb-
Secretary - Clubs Advisory Committee