

Minutes from the Clubs Advisory Committee Meeting

March 21, 2013

Attendees:

CAC members: Les Purcell, Jack Ferry, Steve Lind, Ellen Spataro, Sandy Reifsnyder, Audrey Wahl, Mary Anne Whitcomb

CAC members not present: Wayne Littleton, Diane Baker

SAB Liaison—Sharyn O’Hare

Yacht Club Manager—Dave McLaughlin

Action Items: Due Dates TBD

Working with Dave McLaughlin, CAC members

1. Will make recommendations on options for a possible new name for the new facility.
2. Will make recommendations on staff uniforms in 2014 and
3. Will make recommendations on options for dates/timing of happy hour.

Les Purcell said he asked Bob Thompson to attend the meeting; Bob’s discussion was the first item on the agenda. At the town hall, Bob Thompson said the Yacht Club hired Paul Supplee as the chef this summer months. With this staffing, including Paul and the existing staff, in the kitchen, Dave can focus on other key issues in the front of the house such as, training and other key issues. Dave is also working on planning for the new Yacht Club facility.

Vision for the Yacht Club and Spring Menu.

Bob Thompson said the vision for the Yacht Club is clear— it will be a combination of Sunset Grill and the Shark—where patrons can buy a moderately priced meal consistent good food, fresh produce and a focus on seafood. Dave provided a spring menu, a dinner show menu (e.g. Bryan Clark) and an Easter menu. Advance planning for food supplies will help to manage the quality of product and the food prices. Dave said previously he did not have enough support in the kitchen to go away from the pre-prepared food to use instead locally produced vegetables, seafood and other products. Bob Thompson said the Yacht Club is really teed-up now for success and he is the most excited than in any of his three years.

Entertainment, Marketing and Catering Plans

Entertainment for the Yacht Club is well lined up through August. Dave said on Friday nights the bigger bands will be booked; Saturday night will see the more mellow, intermediate-size bands and on Sunday there will be a one or two piece band (except for Memorial Day, July 4th and Labor Day closing weekends where there will be larger bands). Bands are now scheduled from 6-10 pm rather than 7-11pm. Bob said they are getting away from the nightclub theme; this may change with the new building as the current building has limited acoustics.

Worcester County has a "beaches and beyond" initiative; both the Yacht Club and the Beach Club are on the website. They have already booked a number of weddings and rehearsal dinners and other events through September. Catering is a big push; they are preparing catering packages for both the new and current buildings. Bob Thompson added that there is a job description for a new unbudgeted position to centrally handle all catering, salary to be paid through catering commissions that will be proposed to the Board for approval. Bob said there is a job description being drafted now and it needs to be the right person to handle catering professionally in a way that benefits the Yacht Club bottom line. Audrey asked who hires the YC staff and the catering person. Dave hires the Yacht Club staff; Bob, Theresa and Dave would interview the catering staff. A question was asked how this catering position impacts Casper management of the Country Club. Bob Thompson said Dave will work with Casper to coordinate events and staffing. Steve Lind said Linda Stein at the Golf Club did well on Friday nights while the Yacht Club was closed. Sharon O'Hare agreed that the community needs to have facilities to go to.

Yacht Club Business Plan and Other Plans

There have been questions on the summary business plan; Bob said this is an overview—can't do a full business plan and publish as it will evolve as they evaluate things that work and don't work. They are looking at a Point of Sale (POS) system using Micros; they may upgrade or change system this year so they can use it in the new building. With a new system there are many things the Yacht club would be able to do; some examples are implement a dining rewards program, track dining attendance and diner birthdays. With the new system there are different ways to do surveys—provide a dining survey every check, third check, random—that will help us to improve the service level. On another topic, the Yacht Club just upgraded their license to offer cash and carry—this would enable them to sell cases of beer, bottles of wine. They are talking about starting a wine club and can buy wines for diners to take home—depending on the prices they can secure, diners may be able to save money on wine.

Answers to Questions from the February CAC Meeting

Bob answered some questions from previous meeting. Comment cards are reviewed in detail now; Bob takes them and reviews them, he will talk with Theresa or Dave on any issues raised. Theresa creates a spreadsheet with comments; this can be used to track issues and detect trends over time. Audrey asked if there could be a standard response thanking them for their comments. Bob said the challenge is that majority of comments will have a name but no address or email. Dave said compliments for Yacht Club wait staff result in larger table areas so they make more money.

Jack mentioned that traditionally staff does not recommend bottles of wine to customers; they also do not often suggest desserts to order. He also suggested that the the wait staff that sells the most wine and desserts at the end of each month, or pay period, should be rewarded financially. This will give them the incentive to perform more aggressively. Dave said with more staff-perhaps this can be done beginning in June.

Bob was asked about tasking the CAC for specific advice. He said Dave will be asking the CAC for advice. Bob also said the committees are set up to serve the Board; there is a liaison with the Board who can also provide guidance. Bob said by hiring people with expertise such as Dave, that Dave is an

appropriate person to request advice although that is not how the committees are chartered on paper—which is to still provide the guidance to the Board.

A question was asked if the Yacht club pool will be ready by Memorial Day. Bob answered that opening by Memorial Day is the plan but there is about a 50% chance that the pool will be open by the second week of June. A question was asked if the new Yacht Club will be open by New Year's Eve. Bob answered that there is a chance that it will be open at that time.

A staff training manual is in existence; it has not yet rolled out but this will happen shortly. A question was asked if they will keep name of Yacht Club; will there be a different name for the second floor. There was discussion that the name "Yacht Club" sounds like it is a private club. Dave said there could be a contest to name the club.

Bob said there will be a new Ocean Pines website; you can do searches, there will be a separate look and portal for each facility.

A question was asked about the current hours for the Yacht Club operation. Dave responded that the hours are Friday 4pm-dinner, Saturday 11am though dinner and Sunday brunch- dinner. Java Bay is not open yet, perhaps it will open in June.

A question was asked whether there will be glass washers in the new facility. Dave responded that there will be new ones behind every bar. On a question of acoustics in the new building, Bob said the current sound system is not old, but in the current building there are old wires and connections. The current sound system will be evaluated before it is set up in the new building. In the new building there will be pre-run drops. The second floor will have a solid wood floor and wood window casings and wood echoes. New paints and the roof will disperse some of the sound; they will look at layout of where the band so noise won't overwhelm people. The new facility plans do not include acoustic tile to preserve the look; Bob said they can make adjustments using acoustic panels. The building is set up to have background music; they will have a sound company to put in final components and make the necessary adjustments.

A question was asked about whether there will be keno in the bar. Bob said final decision on this has not been made, but he has some initial reservations. The new facility needs space for food and drink; it would be difficult to have people lining up to play keno.

A question was asked about uniforms; Bob answered that the tropical theme will continue through Labor Day. Bob suggested that the Committee could come up with recommendations for staff uniforms for the new facility.

Yacht Club Manager's report

Dave asked if there were other questions Bob Thompson had not answered. A question was asked about the time of the happy hour; Dave said it currently is 4-6 pm everywhere in the Yacht Club. There was discussion about other options for dates/times of the happy hour. Dave said he would be willing to consider recommendations from the committee.

CAC Group Email

There has been a group email created, oceanpinescac@googlegroups.com which should help group communication between meetings. Members were asked to respond to the group invitations they received.

February 2013 minutes were approved as submitted.

The next CAC meeting is Thursday April 18 at 4pm at the Yacht Club.

Les Purcell adjourned the meeting at 5:45 pm.