

**Clubs Advisory Committee Meeting  
Ocean Pines Yacht Club  
July 21, 2011  
Minutes**

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**The Clubs Advisory Committee meeting was called to order at 4:00 PM by CAC chairman Bill Wentworth.**

**Present:** Diane Baker, Pat Beisler, Jack Ferry, Sandy Reifsnyder, Ellen Spataro, Audrey Wahl, Bill Wentworth

**Board Liaison:** Pete Gomsak

**Guests:** Marty Clarke, Nancy Powell, Joe Reynolds (late arrival)

**Absent:** Carol Ludwig, Mary Anne Whitcomb, Joe Reinhart

**Welcome:** Bill W. welcomed returning committee members Jack Ferry & Audrey Wahl. He also recognized Marty C. and Nancy P. as attending guests.

**Minutes:** Minutes were read and accepted as corrected by Pat B. and seconded by Sandy R.

**Comments:**

1. **Chairman Bill W.** reminded the committee that should he win one of the vacant seats in the upcoming Ocean Pines Board Elections there will be a need for a replacement for the Clubs Committee Chair and subsequently a new member to fulfill the committee membership requirement . He asked that the committee think about who might be interested in serving on the committee.
2. **Public Comments** were invited from guests in attendance. None were forthcoming.

**Old Business:**

1. **Banquet Business-** Questions regarding the status of catering for the new fiscal year and the amount of advertising being done to promote business went unanswered in the absence of Joe R.

**New Business:**

1. **Financial Report-** Bill W. presented financial figures relating to:
  - FY2012 financial reports for the months of May and June 2011
  - A summarized FY2011 report covering May 1, 2010 thru April 30, 2011.
  - A Yacht Club Financial Comparison Chart he has designed comparing monthly figures from Jan 2008 thru June 2011.
  - (See attached)
2. **Jack Ferry-** Jack's remarks concerned:
  - The YC bar running out of beer at busy times
  - Overflowing trash receptacles along side the YC are unsightly
  - Success of the Friday Night Buffet on the holiday weekend. He raised the question regarding whether offering buffets on a regular basis might relieve long waiting times for food service on busy nights or at other times.
  - Establishing a satellite bar serving keg and/or canned beer & wine to enhance quick service for simple drinks.
  - Monitoring of regular replacement of missing information in the napkin holders designed for this purpose e.g. updated menus, drink prices, specials and/or scheduled entertainment.

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- 3. Ellen S.** – Ellen suggested that the CAC might consider a change in the meeting time to accommodate Joe R.' s activities so that he can be present at CAC meetings. Bill W. will talk to Joe R. regarding the time of the meetings.
- 4. Pat B.-** Pat expressed her opinion on various topics of her concern. They included:
- Boaters entering the YC Pool from the Bar area without paying a pool entrance fee. She suggested that a memo be sent to GM Bob Thompson regarding this.
  - On Sunday she observed YC patrons who were not being served over a period of time.....they got up and left.
  - Issues which need to be addressed and how they relate to Quality of Product & Service:
    - Quality of product- may be impacted by current use of small kitchen downstairs instead of lg. kitchen up-stairs
    - Quality of Service- Staff training
    - Attention to details-Management skills
    - Buying power- Menu pricing
- Pat recommended that a Professional Management Group should be hired to make corrections. She suggested comparing the Tern Grille to the Yacht Club. She stated that the finances reflect a negative result at the Yacht Club.
- 5. Pete G.-** Pete remarked that the CAC is the “ears” of the community. He stated that the committee could benefit from the discussion by:
- Letting the minutes reflect that Pat B.' s opinion was shared by other members of the committee. That opinion being....*the CAC feels that if quality and service continue to be an issue then alternative management should be explored.*
- 6. Java Bay Café-** Questions arose regarding the management, service hours and staffing of the Java Bay Café. Pete G. remarked that:
- GM Bob Thompson had recently reduced staffing.
  - From the beginning there were-several objectives, not just the financial results of Java Bay, but for the Yacht Club in general, including:
    - Attracting more people and a broader segment of the membership
    - Create-enthusiasm for the YC
    - Increase evening traffic, particularly for dinner
  - Bob Thompson created the Café and Kelly managed it
  - Joe R. works with Bob T. and manages the YC.
- 7. Beach Club** – Bill W. reminded all that the Beach Club is also an amenity of concern to the CAC. Issues discussed included
- Insufficient number of parking places
  - Environmental issues related to paving
  - Future budget considerations regarding lot improvement
  - Shared parking passes
  - **Pete G.-** Pete remarked that the 10 year plan Task Force explored Beach Club
    - Bathrooms
    - Parking-
      - There were 2500 parking passes sold
      - Ocean City weighed in on ecological issues requiring additional costs
    - Checking Cards is not being done
    - The General Manager contracted with a company to provide regular cleaning and maintenance services, rather than calling them in on an emergency basis when the pipes get clogged. As a result OP saved money and there a fewer clogs.

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- o The BC is in the **Black**. Revenues at the BC are:

TIME PERIOD	BUDGETED REVENUE	ACTUAL REVENUE	TIME PERIOD	ACTUAL REVENUE	REVENUE DIFFERENCE
2010 (Annual)	\$75,000	\$77,000	N/A	N/A	2010 actual revenue was \$2,000 above what was budgeted
		Gross Margin (GM)		Gross Margin (GM)	Remarks
May 2010		\$55,000	May 2011	\$52,000	May 2010 GM is \$3,000 above May 2011 GM
June 2010		\$51,000	June 2011	Not Available	May 2010 GM is \$4,000 above June 2010 GM

- o The Board looks to the CAC
  - for advice
  - as a sounding board
  - for suggestions
- **Bill W.-** In the past Bill has requested Beach Club and Tern Grille financials. He has not received them. He also stated that YC expenses have increased due to expanded hours.
- 8. Tern Grille-** CAC members who are golfers remarked that
  - o The food is good and priced lower.
  - o The Golf Committee decided that although they prefer the YC as a facility they chose the Country Club for the Year End Banquet because they had a bad experience at the YC last time.
    - Quality of food was poor
    - Price was \$39/person and \$78/couple but was not a good value for the cost
    - They expect better service at the CC
  - o The CC is using its own equipment to cater events.
- 9. Adjournment-** Bill W. entertained a motion to adjourn the meeting @ 5:15 PM. The motion was made by Pat B. and seconded by Sandy R.
- 10. Next meeting:** The CAC will meet on Thursday, August 18<sup>th</sup> @ 4:00 PM in the Yacht Club.

Respectfully submitted,  
Audrey V. Wahl

*See Financial Attachments*

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Financial Information for July 21, 2011 CAC Meeting

Yacht Club  
2011 Fiscal Year Report  
5-01-10 thru 4-30-11  
June 1, 2011 Thru June 31, 2011  
Monthly Report

**Revenues**

Rental = \$1,700

Food Regular = \$99,692

Beverage Regular = \$57,995

*Total Regular = \$159,387*

Food Banq. = \$41,452

Bev. Banq. = \$12,719

*Total Banq. = \$ 54,171*

*Total Regular and Banq Revenue. = \$ 213,559*

Regular = 75% of Revenue

Banq. = 25 % of Revenue

**Costs**

Food Regular = \$45,297

Beverage Regular = \$14,113

*Total Regular = \$59,410*

Food Banq. = \$10,363

Beverage Banq. = \$ 3,480

*Total Banq. = \$13,843*

*Total Regular & Banq. Costs = \$73,253*

Regular = 81% of Costs

Banq. = 19% of Costs

Regular F/B net revenue = \$99,977 = 71 % of net revenue

Banq. F/B net revenue = \$40,328 = 29% of net revenue

**Total Net Revenue = \$140,306**

**Expenses**

**Per cent of Net Revenue**

Wages/Benefits = \$90,274 64%

Services/Supplies = \$24,515 17%

Maintenance = \$1,115 0.8 %

Utilities = \$9,795 7 %

Other Costs = \$ 3,753 3 %

**Total Expenses = \$131,453 94% = \$8,853**

**Fiscal 2011 Net Revenue = \$125,248 Total Expenses = \$92,305 = 74% = \$32,943**

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**Yacht Club**

**2011 Fiscal Year Report  
5-01-10 thru 4-30-11  
Year To Date Report  
5-01-11 thru 6-30-11**

**Revenues**

Rental = \$ 2551

Food Regular =\$163,599

Beverage Regular =\$98,818

Total Regular = \$264,968

Food Banq. =\$57,702

Bev. Banq. =\$14,811 Total Banq =\$72,513

Total Reg. & Banq. Revenue =\$337,482= Regular=79% of Revenue

Banq. =21 % of Revenue

**Costs**

Food Regular = \$77,928

Beverage Regular = \$26,797

Total Regular = \$104,725

Food Banq, = \$14,425

Beverage Banq. = \$4,003 Total Banq. = \$18,428

Total Regular & Banq. Costs =\$123,153

Regular =85% of Costs

Banq. =15% of Costs

Regular F/B net revenue =\$160,243=75% of net revenue

Banq. F/B net revenue ==\$54,085=25% of net revenue

(-\$99,878)

**Total Net Revenue = \$214,328**

**Expenses**

**Per cent of Net Revenue**

Wages/Benefits =\$156,117 70%

Services/Supplies =\$48,080 17%

Maintenance =\$1,135 .01%

Utilities =\$17,223 11%

Other Costs =\$10,201 5%

**Total Expenses =\$232,757 109% = (-\$18,428)**

**Fiscal 2011 Net Revenue =\$200,304 Total Expenses=\$155,535=78%=\$44,769**

7/31/11

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Yacht Club Financial Comparison Chart

	2007	2008	2009	2010	2011
Jan.		(-\$34,955)	(-\$35,759)	(-\$27,667)	(-\$25,369)
Feb.		(-\$24,728)	(-\$23,416)	(-\$28,054)	(-32,057)
March		(-\$40,180)	(-\$29,699)	(-\$22,844)	(-\$38,156)
April		(-\$39,708)	(-\$12,560)	(-\$5,925)	(-\$40,863)
May		(-\$8,504)	\$3,558	\$11,826	(-\$27,281)
June		\$36,302	\$27,103	\$ 32,943	\$8,853
July		(-\$9,303)	\$17,236	\$ 35,724	
Aug.		\$29,487	\$53,548	\$ 36,672	
Sept.		(-\$31,029)	(-\$5,873)	(-\$14,109)	
Oct.	(-\$25,173)	(-\$1,709)	\$2,747	(-\$8,256)	
Nov.	(-\$30,862)	(-\$19,871)	(-\$20,132)	(-\$28,944)	
Dec.	(-\$29,341)	(-\$34,656)	(-\$11,076)	(-\$20,550)	
Fiscal Year 2006		(-\$60,923)			
Fiscal Year 2007		(-\$126,206)			
Fiscal Year 2008		(-\$146,139)			
Fiscal Year 2009			(\$-149,978)		
Fiscal Year 2010				(\$-11,398)	
Fiscal Year 2011					(-\$91,139)
					Ave. = (- \$ 120,812 )