

Minutes from the February 20, 2014 Meeting of the Ocean Pines Clubs Advisory Committee (CAC)

Attendees: Les Purcell, Steve Lind, Joan Gentile, Wayne Littleton, Sandy Reifsnnyder, Audrey Wahl, Mary Anne Whitcomb

Also attending John Wetzelberger

Board Liaison: Tom Terry

Yacht Club Food and Beverage Management: Dave McLaughlin

Actions:

A recommendation was made directly to the Manager of the Yacht Club—The Clubs Advisory Committee suggests that during entertainment periods, regular drink prices should go up to help offset the entertainment cost. Additionally the CAC recommends that Happy Hour prices are offered Monday-Thursday 4-7, Friday 4-6 with selected drink specials offered on the weekend. Tom Terry will inform the Board of this recommendation.

Please email ideas on activities to bring in customers in non-peak hours directly to Dave.

At the March 20 meeting, Dave will ask for advice on customer attire in various areas of the Yacht Club.

Discussion

Les Purcell called the meeting to order.

The minutes from the November 21, 2013 meeting were approved.

In addition to the original topic of opening activities of the Yacht Club, Steve Lind discussed the idea that suggestions from the CAC be more formally transmitted to the Board.

Les asked Dave McLaughlin about the opening activities for the Yacht Club and how the committee can help. Dave said there is not a firm opening date as they don't know the final date the building will be ready. There will be soft openings prior to the opening date to the public. There has been talk of Mother's Day as an opening day, the first wedding will be May 17; there may be several opening events. Dave asked members for suggestions to promote the opening season.

Dave, Paul Supplee and others have been interviewing Chefs; there were 65 resumes that came through. They are looking for high volume banquet experience as well as a la carte high volume experience. Booking of banquets are going well; there are only one or two Saturdays currently available from May to November. There will be an offer of the catering sales position soon; there will also be a separate Assistant Manager position to run the catering. Ninety percent of the wait staff wants to come back; there will be an open house for employment fair at a date in the future.

Downstairs in the Yacht Club there are tile floors, stained rich looking woods with a bamboo-look chair with a seat that looks like wicker, upstairs has wood floors. Bob Thompson set up an ad-hoc committee for decoration. Dave may bring a chair to the next meeting.

They are still considering what they will do for the final name from the marketing point of view.

The wine club was a great success and will continue; perhaps one night a month they can have two beer companies, with a beer taste off. He needs suggestions for entertainment on the off nights—movie night, trivia etc.

Tom Terry agreed that there is a need to get attendance in the shoulder seasons—a need to find activities in which the members would like to participate. It was a good idea was to have the advisory committees' happy hour in the country club in December; there can also be a night for each community/neighborhoods. Dave is open for ideas for happy hours now that there will be plenty of space in the new facility. The fire pit will be awesome, 5 feet by 5 feet in the center of the dock area.

Steve said there should be a formal suggestion that drink prices should go up when there is entertainment. Tom asked for suggestions about how to make sure customers pay more than one drink when entertainment is on.

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Please email ideas for activities for bringing people in non-peak periods directly to Dave. The Yacht Club will be closed Mondays and Tuesday October-March.

The next meeting is Thursday March 20. Dave said he will ask about advice on customer attire in various areas of the Yacht Club.