

Minutes from the April 17, 2014 Meeting of the Ocean Pines Clubs Advisory Committee (CAC)

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

Board Liaison: Tom Terry

Yacht Club Manager-David McLaughlin

Actions:

CAC members volunteered to help with the Grand Opening events at the new facility.

CAC members were asked to provide input by June on items to be put in the time capsule at the end of the summer.

Dave will invite people who submitted the name “the Cove” in the restaurant name contest to either pre-opening dinners or provide a similar prize.

The next meeting is on a special date, May 12 at 4pm, and Dave will let us know if it can be at the Yacht Club.

Discussion

Les Purcell called the meeting to order. Les welcomed John Wetzelberger as a new member of the committee. The minutes from the March 20, 2014 meeting were approved.

Results of the Restaurant Name Contest

Les asked about the results of the Name Contest. Tom Terry said the Board and staff are working toward utilizing the whole name of Mariner’s Cove in the new facility. Bob Thompson said even with the new some of the shortcomings from the condition and service of old facility are associated with the Yacht Club name. They want to make sure they have a good first impression. After they received the name selected—Mariner’s Cove— they discussed how to brand themselves so people know it is not a private club. They would like to call everything from 1st floor including Tiki Bar and patio—the Cove. They might call the restaurant on first floor The Cove—the Tiki Bar may be the Tiki Bar at the Cove. The Harbor Master’s office or similar areas may be called Mariner’s Cove but this decision has not been finalized. The name of the first floor restaurant may be the Cove at Ocean Pines—that still needs to be decided. The second floor will continued to be called the Yacht Club; the Yacht Club will be used for weddings and for Easter Brunch and special events.

Les said we should do something for anyone who submitted the name “the Cove” and provide the same prize as the three finalists received.

The CAC members liked the name the Cove at Ocean Pines. Bob said with the CAC support they will continue the next steps.

Bob Thompson said if building opens early enough, there will be several preopening dinners for critique of food and service. As part of that process, we can invite people who submitted the name “Cove” in the contest.

Grand Opening- Bob Thompson said the facility will open to the public on Memorial Day weekend—the original club opened Memorial Day weekend 1973. For the 45th anniversary Ocean Pines had multiple events as part of the celebration. The Board is thinking of a similar phased approach for a Grand Opening in the month of June after Memorial Day opening.

Bob asked for members’ thoughts on changing Grand Opening to first or second weekend of June to allow members to enjoy the opening when it was not as crowded as Memorial Day weekend. The Clubs Advisory Committee endorsed that idea and suggested a June 8 grand opening.

As part of the Grand Opening there may do hors d’oeuvres, and a sign up for a giveaway that would capture names for mailing list. They will do comment cards on an ongoing basis as part of the service side.

There was a suggestion to allow reviews of the new facility on the Ocean Pines website and Bob Thompson said he would consider it. Some members thought this may not be necessary as there are other review websites such as Trip Advisor that are already used for reviews of restaurants.

Finally Bob Thompson said they would like this summer to bury a time capsule and he asked the CAC to come up with ideas in a month or so of what items should go into the time capsule. The time capsule could be done at the end of the summer that would include pictures of the grand opening.

Steve Lind said Dave should be allowed to run the facility without interference by the Board. Tom Terry said he does not tell Dave or Department Head what to do and the super majority of the board agrees with that statement.

Les Purcell said he agreed with Steve but does not know of any specific instance where the Board interfered with the Yacht Club manager’s work.

Bob Thompson said he himself can’t commit to total hands off himself as he is Dave McLaughlin’s boss but Bob did give Dave strong staff to support him. From a community perspective they are in one of the best positions on community support than they have been in years.

The Club Advisory Committee members offered to help during the Grand Opening.

There was a discussion that if the Board liaison was not available to attend CAC meetings, perhaps the meeting should be cancelled. Tom Terry, the current Board liaison said if he is not available to attend a meeting this should not stop the CAC from functioning, his role is to be the CAC liaison to the Board.

Dave McLaughlin said he hoped to get this Committee and OP Clubs in to see the facility. Dave said he thought of wine and beer club events—possibly a battle of the beers with winner getting a tap as there

is strong competition to have taps at restaurants. Dave is also considering a Jazz Fest in August and a bridal show to be booked for the Yacht Club in the offseason.

Wayne Littleton made a suggestion for Dave to reach out to local organizations through an open house to encourage them to use the Yacht Club for meetings and events.

Dave reported that management is in the final stage to hire a catering manager—the job is selling weddings and events-- and once that person is hired he or she may do that.

There was a job fair and online 100 people applied—they are currently about 20 short of what they need to staff the facility.

Wait staff needs to increase by 60% on first floor and patio from what was needed from the old facility. On second floor they can accommodate up to 275 people if there is no dance floor—the new facility is much larger than the old Yacht Club. Dave is comfortable with management team; all are now in place except the catering manager. Nadine runs bar and banquets. Tim the new Chef is adding 16 positions to the kitchen.

A question was asked about new options for catering golf dining events. Dave said for golf, if they want a catered event, it can be catered by the Yacht Club kitchen at the Country Club.

There was a discussion of the possibility of having the next meeting at the new facility. Dave agreed but asked to have the meeting changed from May 15 to May 12 and he would see if it could be at the Yacht Club. The next meeting will be May 12, 2014 at 4pm.