

Clubs Advisory Committee Meeting Minutes September 18, 2014

Attendees:

Clubs Advisory Committee Members: Les Purcell, Wayne Littleton, Jack Ferry, Steve Lind, Mary Anne Whitcomb

Board Liaison Bill Cordwell.

Yacht Club:

David McLaughlin, Yacht Club Food and Beverage Manager

Nadine Horsey, Bar and Banquet Manager

July 2014 Minutes were approved. There was no meeting in August 2014

Actions:

Bill Cordwell will send Directors a recommendation to expand the bar area into restaurant for Fall/Winter football season and to add hightops, televisions and DirecTV football package.

Dave will get back to the committee on an answer about opening the bar to the public on New Year's Eve.

Dave will provide the committee with the capital equipment list and will discuss prioritization.

Dave will let the committee know which papers are used to advertise events in the Yacht Club and Cove restaurant.

Discussion

Les Purcell called the meeting to order.

Steve Lind raised the issue of bringing Keno to the Yacht Club as a source of revenue.

Dave McLaughlin said they are looking into it; Bill Cordwell said they have discussed in past, and these discussions will continue. One requirement is that there must be space for the terminal and employees to run it. Bill asked people at the Golf Course about Keno and only one person said they were interested in playing Keno; other said they wouldn't play as the bartender would need to run back and forth with Keno. Steve said that is not what he heard, he heard that people are interested and the payout could be at the hostess station and could be a lot of money for OPA.

Les said this was issue discussed before for the Yacht Club and he had the same questions.

Wayne said his experience with Keno in Purple Moose Saloon in Ocean City was the gift shop sold tickets and did payout. If it brings in money it would be silly not to do it.

David said they are trying to define marina space or coffee shop space in the adjoining building and some of that could fit into there.

Wayne said he heard there is no DIRECTV football subscription due to its cost- \$7200. Dave said the bar is too small to support the cost as the bar seats 36 people. Dave said they could expand into restaurant but that would need capital and it is not part of his budget.

Steve said the facility was built for catering and the bars are too small. Jack said we have to make this work. Les said he sees people disenchanted and there is no way to please them. There are very large crowds of people on weekends and they spend just as much money as the older crowd.

Dave said Bob is having an interior decorator work to dress up the restaurant and perhaps they can divide the room to have the bar spill out into the restaurant particularly in the low season. Dave said it would be helpful to make a recommendation to the Board on use of the restaurant for bar overflow with large TVs with high-tops.

Les said most of the complaints he hears are from the older crowd about the small bar. He wondered about how much we are making from the restaurant.

Dave responded that for catering they are sold out Saturdays until March 2015; they raised their prices over 30% (rates were discounted at opening) and this did not cause a drop-off in catering business.

Wayne said he didn't see an identity in Cove restaurant; Dave agreed and that there will be decorating done. Wayne said he wasn't sure that Cove knew what it wanted to be and asked what is wrong with having a Green Turtle (sports bar) theme.

Dave said there was no problem getting people in Friday, Saturday Sunday in summer. One night they had 650 people and sold \$28000. They enforce the policy on busy nights that if you are at a table you need to eat. They also did a grab and go grill service that was successful. They will incorporate the grilling station in the marina bar as well adding a service bar to supplement the other bars.

Les said there are a number of items to be completed—completing Tiki bar, and other items—what are they? Nadine said the Yacht Club staff were asked for a list of what was needed for functionality. Dave can share the capital list with this committee at the October meeting and they can discuss the list and maybe assist with prioritizing items.

The priority list of the budget is one thing the CAC could do; but the timing is shorter for the idea for expanding the bar into the restaurant with televisions and an NFL package.

Dave said OPA will be going after the contractor to resolve some issues—Bob Thompson could explain this.

Dave said, in terms of bar service, they are planning to have a bar in the marina area to serve the restaurant and the Tiki bar will serve the patio. They always anticipated the Tiki bar would be open but they ran into permitting issues.

Dave said they could operate the restaurant in winter with 80 instead of 120 seats and expand bar if approved.

For ideas to fill up the restaurant during low season they are considering a murder mystery dinner the last Wednesday in October and will continue wine tasting events as well as looking at an Oktoberfest event. Other ideas include a trivia night and even a painting night.

Steve asked if, for New Year's Eve, the bar can be opened for property owners even if there is an event upstairs. Dave said they expect 175 people for a New Year's party; the schedule would be a 7:30-9 pm cocktail hour downstairs, then the group would go upstairs. Dave said he would consider keeping a public bar downstairs after the party goes upstairs; he will get back to the committee.

Jack asked which papers the Cove is advertised in—Dave will check with Teresa.

Steve asked about happy hours—Dave said there are special prices for drafts and cans. Nadine said it would be great to have beer and drink specials as well as food specials.

Jack asked about Golf Club food, Dave said Caspar gets revenues per contract but the Yacht Club does all the catering.

A question asked about \$250 room fee for Ocean Pines groups. Dave said that the issue was the need to cover the cost for linens, cleaning, and service charge so the Yacht Club is not running a loss. For any group with a bill over \$4000 he waives the charge. Dave said the margins downstairs in the restaurant are fine, catering needs to improve and will as the price increase kicks in in January for food and beverages for catering. They are now getting inquiries about Friday weddings and are selling the beach club and country club for weddings.

This year they discounted weddings due to Yacht Club opening and next year will have higher prices and more events.

Les adjourned the meeting.

The Action list is at the front of the document.

Respectfully Submitted,

Mary Anne Whitcomb

Executive Secretary

