

CLUB ADVISORY COMMITTEE MEETING MINUTES

Date: January 15, 2015

Attendees: Les Purcell, Jack Ferry, Audrey Wahl, Gary Miller, Donna Hickey, Wayne Littleton, George Bowers, Linda, and Bob Kessler (guest)

Not Attending: Mary Ann Whitcomb

Board Liaison: Bill Cordwell (unable to attend)

Les called the meeting to order. December Meeting Minutes distributed and reviewed. No corrections suggested – minutes approved.

Nadine had her baby this week. Mom and baby are doing fine.

Six (6) High Top tables have arrived and located on the 1st floor. Gary commented ten (10) High Top tables were approved by the Board. Linda will look into ordering four (4) more.

New Year's Eve Party was a success based on feedback from those who attended. Kudos to Linda and her Team.

Cove Restaurant waitress/waiter customer service has been fantastic over the last several months, especially during the busy Holiday Season.

Positive feedback regarding the Menu changes. Still need to create Vegetarian dishes. Fresh Fruit and Vegetable dishes would be refreshing during the summer months. Emphasis must be placed on price, consistent quality, and exceptional customer service.

Flag raising ceremony was a very special, moving event with most OPA Board of Directors in attendance.

Gary mentioned B. Cordwell was still putting together the Committee's Lessons Learned Report.

George stated there is still a misconception with some Association Members the Yacht Club is for "Club Members Only". Message needs to be conveyed the facility is open to the public for business.

Concerned expressed "Bar Crowd Customers" and *prior* "Dining Customers" are going to other local restaurants. We need to get those customers back. Suggestions:

- Advertise and have more dinner specials – right price, great service, and word of mouth
- Re-Grand Opening Event this Spring
- General mailing and/or insert with Annual Assessment notice to Association Members promoting the Cove Restaurant, using a discount redeemable coupon for a meal (i.e. \$10 off a meal for Two; 10% off entire meal bill). Place emphasis promoting the off season months to generate more customers.
- Food discounts should NOT be considered in the F&B budget as a loss, but an expense under marketing. (I.e. A family of 4 may consider getting an appetizer or more drinks since their check will be discounted). The restaurant must get people back!

Suggest/Recommend a Committee be formed to assist General Manager in the hiring process of a Food & Beverage Manager. Committee should consist of experienced individuals who have Restaurant and Management, as well as an understanding of the Area Demographics.

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Recommend the hiring process and training for Restaurant Staff begin by the end of February. Comprehensive Training Program must be developed as soon as possible. Recipes with a Picture of the Product must be developed, reviewed with all Staff Members, than always used for the preparation of each meal.

Valentine's Party – Linda working with Chef to put an event together.

Les – Action Items:

- Where are we in the hiring process for the F&B Manager?
- Are we using Lessons Learned for the budget process?
- Invite B. Thompson to the next meeting.
- Has construction inside/outside the facility been completed? If not; what is left to be done?

Steve will research the legal, licensing, installation requirements and the overall operation for KENO requirements then present the positives and negatives of the game.

The next meeting is February 19

Sincerely,

George Bowers
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