

Clubs Advisory Committee 2018 Annual Report to the Ocean Pines Board of Directors

Section I, Committee members and status of terms

Les Purcell	Term ended 9/20/18
Gary Miller, Chair	2nd Term, ends 9/27/19
Donna Hickey	2nd Term, ends 9/27/19
Herb Roe	2nd Term, ends 9/24/20
Gail Lynch	1st Term, ends 11/19/18
Lewis Furman	1st Term, ends 5/26/19
Gerald Horn	1st Term, ends 12/9/19
Suzanne Auwarter	1st Term, ends 5/26/19
Larry Bohanan	1st Term, ends 8/-/20
Slobodan Trendick	Board Liaison

There are currently no openings on the committee.

All of the committee's suggestions come from discussions among the members regarding comments gathered from current and past customers as well as our own experiences at The Yacht & Beach Clubs and Terns Grill.

Section II, Summary of major activities during reporting period

Last year the CAC was not able to meet with the YC Manager and we had little communications with the Acting GM. Not being able to have a conversation with the people directly responsible for implementing policy and changes hindered our ability to advise the BOD on issues we felt were important. Although our Liaison took suggestions to the BOD, we felt that our inability to interact with the department heads had a negative impact on our effectiveness as an advisory committee.

Fortunately, that changed in May of this year when the BOD acted on our suggestion in the 2017 annual report to consider outsourcing the management of the OP Clubs to a professional management company.

Bringing in The Matt Ortt Companies to manage the YC and Beach Club has made a tremendous improvement in all aspects of the Food and

Beverage operations at these two locations. Many of the problems and issues the CAC had been reporting on for the past several years have been addressed to great satisfaction by pretty much everyone who has frequented these establishments. The OP Community as a whole has embraced the changes and improvements that the Matt Ortt Companies have made.

Some of the improvements the CAC had suggested, and have now been made, include the following.

Changing the decor of the YC Dining Room which had previously been referred to as “the cafeteria”. Painting the woodwork, adding wallpaper, removing doors, reconfiguring the floor plan & entrance, and turning the long hallway into a cozy second bar for overflow and servers has made a huge improvement in the overall feeling of the room.

Last year there were problems with long lines at the Tiki bar and we suggested using “Beer/Wine” satellite stations on busy weekend nights to ease the crowded bar area. There is now a satellite station for beer and wine every weekend.

We had previously suggested that a dedicated service bar be set up to improve the efficiency of the other bars. The old Tuffy’s Tavern has been reconfigured as a service and overflow bar which has relieved a lot of the congestion at the main bar.

Acoustics in the dining room and ballroom of the YC has been a problem since it was built. We had suggested adding some partitions to help muffle the sound in both locations, as well as some sound baffles in the ballroom. A movable partition that separates the bar and dining room has been installed which helps with the acoustics and provides some privacy for those sitting close to the bar.

The Tiki Bar, as originally built, was inefficient for the bartenders and the center island blocked the view of OC from one side. The Committee had suggested upgrading the electrical power and adding ceiling fans to help with the fly problem and to cool down the bar staff. When Matt Ortt took over, the power was upgraded and the center

island that holds all the liquor was lowered to improve the view for customers and improve the work environment.

We had recommended that the Beach Club have a regular schedule for routine maintenance that had routinely been neglected until a problem arose. We also suggested that the upstairs be upgraded and redecorated to better facilitate private parties and special events. Another problem we brought to the Boards attention was the poor service and mediocre food that came about after the acting GM changed the BC GM. Fortunately most of these issues have been addressed by the new management company and Linda, the old GM was brought back. The bar area and outdoor deck were cleaned and the food/service is now at a much higher level.

Section III, Problems encountered & Assistance Required

ISSUES FOR THE YACHT CLUB

Unfortunately, because of the poor service and food available at the YC during the past couple years, a majority of the OP residents did not even consider going there except to listen to music and enjoy a drink. Obviously something had to change.

In last years report to the Board, the CAC strongly recommended hiring an independent Restaurant Consulting firm to review the entire business model for the Beach Club and Yacht Club. At that time we thought that the Consulting Company would basically review the business model, make recommendations, hire and train new staff, and stay involved in the running of the operation until such time as an OP employed manager was ready to take over the day to day operations. The consulting firm could then be brought back in from time to time to tweak any changes or problems that developed. The contract with the Matt Ortt Company was set up a little differently than we had anticipated, focusing more on Ocean Pines NOT looking to take over after the Consulting Firm has fixed all the problems. At this point, after seeing and experiencing the positive changes Matt Ortt Company has made to the decor, food, service, and finances, not to mention the enthusiasm the OP Community has shown for the “new Yacht Club” and Beach Club, the CAC strongly recommends that the Board continue with the current contract.

Parking/Seating issues with the County.

Seating capacity at the YC Cove is limited by the county to a formula based on the number of parking spaces available. In the last two years reports we asked about adding additional seating if valet parking is offered at the YC, but got no answer. Our thought is that customers could park off campus and be taken by golf cart to the Cove. This will also help dramatically when weddings and large parties are booked into the banquet area, especially during special events on the patio.

Acoustics in the YC can still be improved. It is loud, especially upstairs in the banquet room for a weddings or other events, therefore difficult to have a conversation with other customers. **We have previously suggested adding sound baffles, room dividers and other sound deadening items to help quiet the noise. Although Matt Ortt Company had a divider built and placed in The YC Dining Room, there are still issues with sound that need to be addressed.**

Handicap and wheelchair accessibility to The Yacht Club is really not adequate. The designated handicapped parking is on the wrong side of the building, and once a customer gets to the entrance door, there is no automatic door opener to assist them getting into the building. Once inside, there are no automatic door openers to help them get into any of the bathrooms. Although the current handicapped access may have been approved by the county, it is still a problem that keeps a growing portion of our community from using the facility.

Bringing in paying customers during the shoulder and winter seasons is important if The Yacht Club is to be successful. One huge draw is watching football games. We suggested that a good bar menu and HH specials, along with investment in the NFL package will draw customers in to The Yacht Club and should be considered for the football season. **This was implemented with some success in both downstairs bars.** Adding some additional TV's to both would add to the overall football experience.

Other activities suggested were;

- * Murder Mystery night,
- * Wine tastings/dinners,

- * Bourbon and Scotch tastings/dinners,
- * Old time swing or big band dance, etc.
- * Trivia Night

Thursday Trivia Night has been successfully resurrected and **we are happy to see that the Dinner Theatre on October 20th was a sellout and that more of these type of events will be planned.**

The Beach Club

We were pleased to see that many of the maintenance issues have been addressed and that the building and deck have been thoroughly cleaned. Renovating and decorating the second floor should be considered as a way of promoting more private parties and weddings in this scenic location.

Terns Grill

Terns Grill is currently being run by the OP Golf Club and is experiencing similar problems that persisted at the YC prior to the Matt Ortt Company taking over management.

Nothing is available to pick up for a quick bite to eat when players are making the turn from the 9th hole. This is an ongoing problem caused by either understaffing or inability to multi-task by the staff. It should be an easy matter to have simple sandwich items that can be put together quickly. Pre-made chicken and/or tuna salad, a ham & cheese or just hot dogs would only take a couple minutes to assemble, even if the cook is preparing other items.

When customers have completed their rounds, they might want to stop in for a drink and some snacks, so this should be an opportunity to make additional sales. Unfortunately, the only snacks available are the very small size forcing customers to buy several if they want to hang around for a while, or decide to cut their time short. Offering free or low cost baskets of popcorn, peanuts or pretzels (purchased in bulk) would be an incentive for customers to hang around longer and, especially if the snacks are salty, buy more drinks.

The other issue is the hours of operation. There are a number of golf groups that don't start play until after work. Recently a group of women had planned to tee off at 4pm and stop into the bar after playing to have some simple food and drinks at around 6pm. This was a large group of

women who wanted to spend money on both golf and dinner, but because the grill closed at 5pm, they went to another course. Both OP Golf and the Terns Grill lost an opportunity to make easy money because the Terns Grill closes before customers are done playing.

The Committee would strongly suggest that the Matt Ortt company be consulted on how to better run this food operation.

Section IV, Request for items to be included in the next OPA Budget

a) The Yacht Club

Additional items identified by the CAC that would better meet the needs of the community include but are not limited to;

- * Automated doors for easier access of handicapped and wheel bound customers to the building and restrooms.
- * Additional partitions in YC Dining Room
- * Sun umbrellas for the “patio” and along the new bar rail
- * Bar stools along the new bar rail
- * Casual outside seating for the YC patio
 - Additional adirondack chairs
 - Outdoor Couch seating for small groups to sit together
- * Tropical plants and seating area on water side of Tiki Bar
- * Retractable awning for second floor deck
- * Sound baffles for the banquet/ball room and YC restaurant
- * Additional outside bar
- * Improved and updated computer/point of sale system
- * Additional funds to improve the decor and acoustics in the Ball Room.
- * Add Wi-Fi availability for customers at the YC Campus, including the pool.

b) The Beach Club

Keep applying for a “public” liquor license so that the BC can serve the public and stay open longer hours

Budget for renovations to second floor

c) The Country Club

Finish the current renovations.

d) Pools

Establish food/drink concessions at Mumford's Landing, Swim & Racket and Sports Core pools

e) Terns Grill

Have the Matt Ortt Company consult on how to improve the food operation at this facility.

Section V, Recommendations for Board Action

The Committee recommends that the Board ask the Matt Ortt Company to present their own budget for particular items they feel are necessary to enhance the Yacht and Beach Club experience. It seems logical that restaurant professionals will be better able to establish what they need to further improve the facilities and the dining experience, as well as what those items should realistically cost.

Conclusion

Contracting to have the Matt Ortt Company manage and run the Yacht Club and Beach Club has made a huge improvement to the Decor, Service, Food, Finances and customer satisfaction at both facilities. The Committee suggests the Board listen to and seriously consider any requests they make for items that will enhance the customer experience, and financial benefits to The Ocean Pines Association.