

3rd & 4th Quarter Harbor Lakes Golf Club Membership Meeting

Monday, November 6th, 2023

6:00 p.m.in the banquet room

Meeting Minutes:

Participants:

- Drew & Laura Ingram
- Greg & Jane Wheeler
- Robert & Beretta Conaway
- Don Steen
- Norm Gannon
- Bart & Amye Ryan
- Dawn Edwards
- Tobi Ash
- Ramon & Ana Mendez
- Bob Minshall
- Sharon Kelley
- Dr. Tom Hamilton
- Larry & Melody Kleuser
- Tim & Diann Litsch
- David Crippen
- Jeremy Rundell
- Harry McKee
- Russ & Valerie Tippy
- John & Cheryl Grove
- Charles & Mary Carlson
- Jerry & Barbara Denton
- Johnny & Debbie Conner
- Patti Birney
- Terry Bacigalupo
- Daryl & Denise Attaway
- Skip & Brenda Overdier
- Eddie Myers
- Scott & Denise Moltzan
- Pat Hendrickx
- Ninnian & Jan Hulett
- Jamie & Lisa Prewitt
- Candy Hatfield
- Tim Dolan
- David & Susie Young
- John Quilty
- Bruce Morgan

Managers Present:

- Matt Mitchell (General Manager)
- Michael Black (Golf Course Superintendent)
- Matt Eppars (Director of Golf Instruction)
- Tim Adkins (Golf Shop Manager)
- Jaden Crow (Membership & Marketing Director)
- Leizliann Martinez (Food & Beverage Manager)

Agenda Items

[1] Welcome - Matt Mitchell

[2] Our priorities going forward

- We want to hear feedback from our members. If members would like to vocalize any opinions, complaints, or ideas they can do so by filling out a suggestion sheet or by contacting Matt Mitchell directly. Matt is the point of contact for our members to vocalize their needs.
- We know we have the ability to be great, and we have had numerous great moments before. But we are diligently working to provide consistent greatness in all areas: course conditions, dining experiences, social events, golf events, etc. We are working to become the best club in the DFW area.

- Our long-term goal right now is to be able to become a fully private club and still be profitable. The more members we have, the less outside play we have to allow. Right now Matt is working on a membership referral program that will reward our members who help us in growing the club. His goal is to make this program as beneficial as possible for both the club and our members who participate.

[3] Questions & Answers

- Dr. Hamilton - "Why is the club losing money this year when membership and public play are at an all-time high?"
 - ◆ In the past year we have had to make several investments to our property—most significantly in equipment and payroll. There were also unforeseen investments that had to be made when our pump station needed to be repaired. If we want to have the best facilities and the best staff, these are investments that need to be made.
- Mr. Attaway - "What would membership dues need to be for this to be a fully-private club?"
 - ◆ That is a topic that Matt is evaluating as he is working his way through our financials. It isn't just the dues but how many members as well. He is currently working on a long-term plan to determine what would be necessary to achieve the goal of being a fully private club. Traditionally, membership dues should cover almost all of your operating expenses.
- Mr. Quilty - "What is the goal for membership? Is there a particular number?"
 - ◆ There is no specific goal. We want to make this club the best in the DFW area, and we hope that everybody wants to be a part of it. Maybe we can even reach a point where there is a waiting list to become a member of Harbor Lakes Golf Club.
- Mr. Wooten - "When will the bathrooms on the Front 9 be repaired? And why are we mowing so frequently?"
 - ◆ Michael and his team are working to get the bathroom on Hole #5 up and running as quickly as possible. Unfortunately there were problems with the bathrooms that were unforeseen, so repairs have taken longer than expected. We have been mowing more frequently lately due to the amount of rain that we have been blessed with. As many of your yards at home grew substantially and quickly, the grass here on the golf course did as well.
- Mr. Rundell - "Why do we allow so many weekend tournaments? Especially with those that aren't members. With my work schedule, the weekends are often the only time I have the ability to play."
 - ◆ We are going to be more strategic in our planning of events. In the month of September we had tournaments every weekend of the month, and that was a mistake on our behalf. At this time we must have the revenue from outside events, but we are working on our calendar for 2024 already to ensure that our members continue to take priority.
- Mrs. Grove - "What are we doing with the space across the parking lot? Are we repairing the pool?"

- ◆ We are exploring multiple avenues to find the best use for the space. There are numerous options and members have offered a number of suggestions that we want to take into consideration.
- Mr. Kleuser - "Have we identified the problem with sprinklers around the neighborhood?"
 - ◆ Most of the sprinklers have been repaired or replaced.
- Mr. Attaway - "What is the status of the bulkhead situation?"
 - ◆ Kevin is talking to contractors at this time to address this issue.
- Mr. Kleuser - "Do we rent or own our maintenance equipment?"
 - ◆ Both! We do own some of our equipment, but it is more beneficial to lease some of the other pieces of the equipment we use.
- Mr. Bacigalupo - "In the last meeting we had, we were shown numbers and graphs. Without being able to see the numbers, how are we able to see the problem?"
 - ◆ In these meetings we won't be wasting your time with our spreadsheets or graphs and whatnot. What we want to use these meetings for is to communicate where the club is at, where the club is headed, and address any questions, concerns, or recurring comments from the membership. Right now we are prioritizing adding an amenity, increasing public rates for the golf course, and growing membership.
- Mr. Rundell - "Could we start a tournament committee for member tournaments?"
 - ◆ We think this is a great idea. We always love to host new formats for tournaments and hear ideas from members. If there are members that would like to get together to form this committee, Matt and Tim are happy to work with them.
- Mr. Morgan - "What sort of training are the servers and bartenders given? I've noticed a lot of turnover with both servers and bartenders in the restaurant."
 - ◆ Leizlianne Martinez, our Food and Beverage Manager has a great training program. Many of the staff we acquire come in with little to no previous serving experience, and many are college students from Stephenville. During the summer we receive many applications from students whom we know are just seasonal help.
- Mr. Hulett - "In the past we have had a sort of membership incentive program where existing members would benefit in some way for each one of their friends that they signed up. Is that an option?"
 - ◆ Matt is actually looking into the possibility of implementing a program like this. We are still working on the benefits that members would receive and other fine details, but that is something that is in the works.
- Mr. Crippen - "Are there any efforts that can be made to get Michael additional help year-round? We seem to have tons of employees when we're in busy tournament season, but seem understaffed the remainder of the year."
 - ◆ We will get with Michael and address any staffing inefficiencies in the 2024 budget.
- Mr. Morgan - "Will there be an increase in membership dues?"
 - ◆ Yes, there will be a dues increase in January of 2024. We are still working to determine what the increase will be, but will let the members know as soon as that conclusion is drawn.