

BOARD OF DIRECTORS MEETING
THE MONARCH AT ROYAL HIGHLANDS, INC.
February 22, 2019

A meeting of the Board of Directors for The Monarch at Royal Highlands, Inc. was held at 8:00 a.m. in the Great Hall Meeting Room. Those present: Dick Sjogren, Vince Laverghetta, Bob Keating, Mike Russomano, Dave Kozlowski, Linda Gietz, Esther Patterson and Ann Carter. Steve Ryan was absent. Craig Misch, Golf Pro, Sam Floyd, Par for the Course Management, and Terry Stephenson, Course Superintendent, were also in attendance. Linda Eaton, F/B, Crown & Shield was absent.

President – Dick Sjogren

Dick Sjogren called the meeting to order.
The Minutes of the February 8, 2019 meeting were approved.

Monarch Patio Committee and Mulligan Money Representative

Carol Smith and Barbara Bradford (Monarch Patio Committee) and Ray Smith (Mulligan Money Representative) were invited to attend the Board meeting to explain how their process works and what their plans are for the future. After hearing their presentations, the Board agreed that these two groups are doing a fantastic job; and were asked to keep Vince (Golf Committee) updated on a regular basis how each project is progressing and their future plans. Carol mentioned that she noticed golf carts parked on the brick patio and something needs to be done (more than a plastic chain on the patio) to keep carts from parking there. The Board suggested a “please do not park” sign to be hung on the chain; Carol will research. The Board thanked Carol, Barbara and Ray for attending the meeting.

Presentation by Representatives from Golf Life Navigators

In an effort to look at various options to try to generate increased membership and additional revenue, Vince invited Bob Oddo and Joe Logan of Golf Life Navigators to attend the Board meeting to present their marketing tool used to attract new members locating to the area. The program uses an online questionnaire, that produces up to six best matched clubs for each golfer representing three primary areas of focus for such a move – golf, real estate and lifestyle. The Board found the presentation interesting and worth further research as to how our club might be presented in the clubs for match. Pro Life Navigators will send Vince a list of references in the area along with a copy of their agreement for further review.

Superintendent’s Report – Terry Stephenson

Tractor is still down; working on decks.
Finished #4 Black Tee irrigation project; plan to do #5 tee the same way – move irrigation to top of the hill to get better coverage.

Sprayed liquid fertilizer and primo.

Will start coquina on cart path entrance/exit next week. Cost went up due to increased trucking costs.

Will put on pre-emergent on greens next week.

Trying to replace 2 employee vacancies; still no applications of interest.

Started discussions on #16 project (tree and drainage).

Cleaned up around ponds

Spot spraying for poa annua

Will look at blue curbing near Pro Shop for painting.

Will look at cactus garden going from #17 to #18 for weeding.

Will look at fungus on #18 green for treating.

Manager's Report – Sam Floyd

Sam provided the final financial statements from January. The only changes from the preliminary ones are:

Investment accounts interest income of \$136.60

First quarter update on depreciation since we added two pieces of equipment during that period (Ventilation Motor for Kitchen Exhaust Hood & Heat Exchange Unit for Pump Station).

Golf revenue is down because we have had big member events in January, taking away from outside revenue, and it rained 3 days.

Sam located a pump monitor and needs to figure out how much it will cost us.

The new phone system will be installed by March 11.

Sam found a refurbished computer for the server station for \$844.23 installed. This item is in the long-range plan with an amount of \$2500. **Linda Gietz made a motion seconded by Bob Keating that we spend \$844.23 for the purchase of a Dell computer for the server station as a capital expense. Motion was approved.**

Vince Laverghetta made a motion seconded by Dave Kozlowski that we increase the expenditure for coquina to \$906 due to increased trucking costs. Motion was approved.

Vice President – Dave Kozlowski

Dave reported that he met with Bob, Terry and the resident of Royal Highlands making the tree donation regarding type of tree, location and installation. Dave will get with Cepra for a bid to do the entire project and warranty it.

Golf – Vince Laverghetta

MWGA Beat the Pro Golf and Pizza party will be March 7. The next Men's Match Play begins March 11. The Club Championship will be played March 13, 14 and 16 for men and March 14 and 16 for women with lunch to follow. Vince updated the Golf Calendar and it was posted.

Treasurer's Report – Linda Gietz

The Monarch at Royal Highlands, Inc.				
Treasurer's Report				
				02/22/19
<u>Account</u>	<u>Account Type</u>	<u>Bank</u>	<u>APY</u>	<u>Balance</u>
Cash - Operating	Checking	BB&T	0.00%	139,092.08
Petty Cash	Currency	Office Safe	0.00%	1,400.00
Capital Reserve	Checking	BB&T	0.75%	1,669.07
Ford Interest Advantage	Note/Checking	Ford Interest Advantage	2.50%	45,387.22
Non Operating Investment Account	Cash	Raymond James	0.25%	185.07
Non Operating Investment Account	Bonds	Raymond James	3.16%	19,888.00
Non Operating Investment Account	CD	Raymond James	2.51%	12,008.16
Cash Balance as of 02/22/19				219,629.60
Change from 02/08/19 Report				54,623.71
BB&T Loan			4.80%	1,005,916.22
BB&T Credit Card				1,374.57
Cash Balance 02/22/19				219,629.60
Cash Balance 02/09/18				187,153.38
Difference				32,476.22
Total Reserves:				
Capital Reserve				1,669.07
Year -To-Date Transfers to the Capital Reserve			3,000.00	
Ford Interest Advantage				45,387.22
Raymond James				32,081.23
Total				79,137.52

Buildings and Grounds – Bob Keating

Bob met with Terry to determine the configuration for placing the coquina and talked about doing a smaller area first to maximize coverage since holes 5, 7 and 9 require a large amount.

Bob will talk to Terry about what can be done about the wear and tear of the grass due to golf carts cutting across from the #3 tee box to the back of the bar.

Membership – Mike Russomano

Off Medical: Francie Traviolia eff – 2/16/19

Medical (15): Harry Taylor
Karen Teegarden extended to 06/1/19
Tom Campbell
Phyllis Wagoner & Richard Taylor
Frank Vignone
Ron Ambrosio
Mary Neikirk
Tom Christie
Marilyn LaFauci
Harvey Small
Jack West
Gay Whitlock eff – 12/1/18
Bob Tilton eff – 1/9
Jeff Kotlyn
Irene Rossiello eff – 2/19/19

Communication – Ann Carter

The Dinner & Bar only numbers from February 7 thru February 19 are as follows:

2/7 – Thursday Dinner Special (Sheppard’s Pie-13) -46 - \$761, Bar \$454 - \$1,215
2/8- Friday Dinner Special (Beef Tenderloin & Crab Cakes-33) -85- \$1,333 Bar \$396 = \$1,727
2/12 – Tuesday Dinner Special (Buffet-87) -87- \$1,375, Bar \$556 - \$1,931
2/14 – Thursday Dinner Special (Valentines-Prime Rib-61, Chicken-15) -84- \$1,740, Bar \$512 = \$2,252
2/15- Friday Dinner Special (Sea Scallops-24) -67- \$1,329, Bar \$321 = \$1,650
2/16-Top of the Hill Birthday Bash-80 - \$1,214, Bar \$218 = \$1,432
2/19 – Tuesday Dinner special (Taste of Italy Pasta-90) -90- \$1,572, Bar \$378 = \$1,961

For the period through February 7 thru February 19 (11 business days) 53 pizzas were sold= 4-1/2/day

Dinner Specials for the month of March are:

Tuesday ‘s – Served with your choice of a cup of soup, or dinner salad
March 5- Liver and onions with bacon, mashed potatoes, gravy & vegetable \$12.99
March 12- Dinner buffet \$14.99 (Pot Roast, Caprese Chicken & Lemon Baked Cod)
March 19 - Taste of Italy - \$15.99
March 26 – Apple cornbread stuffed chicken with starch & veg. \$13.99

Thursday's- Dinners – Served with choice of a cup of soup or dinner salad
March 7 – Lobster mac & cheese with bread stick \$15.99
March 14 – Chicken and ribs with coleslaw and fries. \$16.99
March 21 – Meatloaf with mashed potato, veg, & gravy \$12.99
March 28- Fried chicken strips with mashed potato, veg, & gravy. \$13.99

Friday's – Dinners – Served with choice of a cup of soup or dinner salad
March 1 – Shrimp topped salmon with baked potato & veg. \$17.99
March 8 – Crab cake & fried haddock combo with potato & veg. \$17.99
March 15 – Seared Sea Scallops with rice & veg. \$18.99
March 22 – Shrimp scampi served over pasta \$17.99
March 29 – Seared Hoki Fish w/lemon butter sauce served with potato & Veg \$15.99

PLUS

March 4 – Men's Match Play Luncheon
March 7 – MWGA – Beat the Pro Luncheon
March 13 – Italian Bingo
March 16 – Birthday Bash
March 16 – Club Championship Luncheon
March 20 – MMGA Stroke Play Dinner

Entertainment

In answer to the last meeting's Liaison question about having a trivia night, Steve got with the individual that did the trivia at the Great Hall.

He states they usually have 60-90 people when they host trivia locally. It's about 1.5-2 hours and would love to host a trivia night for us.

The board is very interested in making this event happen. We will put something together working with Linda as to a good date along with a dinner menu. Trivia will take place following dinner.

A discussion was held regarding reservations for entertainment events. It was decided that members will have first availability to reserved seating. Ann will send an eblast to members one week before the general eblast goes out.

Liaison

Question:

We are happy to be a member of the Monarch Golf Club, but after talking with a few people who have the same concerns as us, we would like this concern to be brought up to the board.

We have a concern regarding the benefits of being a member of the Monarch Golf Club. In the past, when we were on the Membership Committee, our goal was to make sure members had benefits that clearly defined the advantage of being a member. It appears the board is heading

in a different direction. When approaching potential members, we use to point out that one major advantage of being a member would be to participate in groups on a weekly basis which would give them guaranteed tee times and the opportunity to meet and play with many members. That advantage of being a member has been removed.

Right now there are too many groups that have guaranteed tee times where nonmembers can participate, e.g. Nifty Niners, Black Tee Group, Putterflies, Super Seniors and a Sunday couples group that was recently organized. All of these allow nonmembers to play. We also heard if you play in some of these groups there is a discounted rate. We cannot imagine other courses which are semi private allowing that many benefits to nonmembers. We can see where one or two of these groups could be beneficial to the club, but at this time there are too many. It is difficult during the peak season when members try to get a tee time and are told the course is filled, but nonmembers are getting guaranteed tee times. In the past our goal was to have more members, which would give us more long-term financial stability rather than relying on nonmembers who would not be paying on a regular basis. It appears that we have many potential members who are involved in some of the above-mentioned groups and many who are just beginning to explore membership options. Are we giving them little motivation to join the club. This is reversing the past practice of previous boards.

We hope the board looks at the long-term effects of not offering more benefits to having a membership. One problem that will come up is if the board sees a need to raise members' dues and at the same time increases benefits to nonmembers. I understand many of these golfers who are nonmembers will never join, but we feel that we are hurting the club and its members in the long term to get some short-term income. Some of these nonmembers were members and dropped their membership knowing that they can still play in groups. Thank you for your consideration in this matter.

Answer:

This issue has been addressed. This is the new policy as per our minutes of October 12, 2018 which reads:

Vince Laverghetta made a motion seconded by Bob Keating to have the Reserved Tee Time Privilege Policy state:

"Members shall have priority for participation in all reserved tee time groups over non-members provided they sign up for play by the required deadline. The "Nifty Niners" group are exempted from this policy."

The motion was voted on and Passed.

We are looking at raising the rates sometime soon. Also, the groups are generating a large percentage of our reserve.

Question

I read the minutes and I have a question. The memorial tree on # 16 . I am a little confused on the placement. Will it be on the left side of the fairway just across the ravine? If so, who would

be aware it is a memorial?

As for the coquina.. regarding the edging bricks around the tree on # 6. The bricks on the pond side may as well not be there. They are at ground level and do little or nothing to stop a ball that hits the tree from going in the water. Since this is a drop area , play could be sped up due to an unfortunate golfer that spends time looking for a ball that may have found the water.

Players of your skill level have never encountered this difficulty and this item of which i speak has probably never crossed your mind. It would not cost more than labor.

Answer:

This will be on the left side of hole #16 on the other side of the ravine and will not hinder play. The individual that is donating the money for this will be aware it's a memorial, it will not be published.

Regarding the coquina around the hole of #6, the bricks were put there to keep the coquina in place, not to stop the ball from going into the water.

Meeting adjourned at 10:45 a.m.

Respectfully Submitted,
Esther Patterson, Secretary