

Minutes - November 2nd, 2015

PRESENT: Karen Berlew, Dona Hazen, Charlie Panepento, Larry Powers, Dick Roberson, and Deb Wood.

The meeting was called to order at 6:15pm.

ELECTION OF OFFICERS

Election of officers was held by the board members:

President: Charlie Panepento (nominated by Dick, seconded by Larry)
Vice President: Larry Powers (nominated by Dona, seconded by Dick)
Secretary: Dona Hazen (nominated by Karen, seconded by Deb)
Treasurer: Dick Roberson (nominated by Dona, seconded by Karen)

TREASURER'S REPORT

Dick distributed a copy of the Treasurer's Report dated 10/15/15 showing a balance of \$1,052.27.

GOLF ASSOCIATION WEB SITE

The Hickory Ridge Golf Association web site is www.hr.ga.org. Information related to the web page was discussed:

- 1) The website is not up-to-date because information was lost or deleted from the server in error for 2013 and 2014.
- 2) The web site is coordinated and updated by Ken Taylor. It was suggested that Ken contact the host (Go Daddy) and ask if the information can be retrieved from the host's server. Charlie will talk to Ken about this.
- 3) We need to make sure that the web site is backed-up. Charlie suggested that the board purchase an external backup device for this. Charlie will discuss with Ken.
- 4) Ken is the only person that can access and revise information on the web site. It was suggested that another person be trained and be able to access and update. Charlie will talk to Ken about this.
- 5) Dick will check with Sharon Midea, past Secretary, to make sure that Ken gets information from 2015 in order to update the web site.

GOLF ASSOCIATION MEMBERSHIP

A copy of the Golf Association Active Paid Membership list dated October 28, 2015 was distributed. It shows 32 members. A discussion was held on how we can increase membership:

- 1) The Hickory Ridge web site does not have any information about joining the association. There should be a link to the golf association web page so that club members can easily access it and obtain information addressing how to join the golf association.

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- 1) The number of golf association members is directly related to the number of club members. Several suggestions were made on how Hickory Ridge can attract additional members: advertise more, have a sheet for open play to obtain email addresses and then follow-up with those people (free birthday rounds, membership information, etc.), survey members periodically for feedback/suggestions, and run sweeps for other leagues and put the information in the D&C.
- 2) Dona mentioned a web site that can be reviewed that has suggestions for building strong clubs – www.clubexpress.com.
- 3) Charlie will discuss these suggestions with Cindy Diehl when he discusses tournament dates with her.
- 4) Deb and Karen will work on attracting new association members.

GOLF ASSOCIATION MEMBERSHIP APPLICATIONS AND COVER LETTER

The Hickory Ridge Golf Association Membership Application and cover letter will be revised/updated by Dona and emailed to board members for review. Suggestions: add an optional \$4 hole-in-one fee to the application, request cell numbers and ask if they are texting capable, delete work phone number, add a space for suggestions, change web site information.

Membership letter, application form, and tournament schedule will be mailed out in February.

TOURNAMENT TROPHIES

Tournament trophies were discussed. The cost this year was \$393.93. Suggestion was made by Charlie that instead of trophies that we cut back and give smaller plaques. All other board members agreed.

TOURNAMENT SCHEDULE AND DATES

Tournaments and dates were discussed for 2016. The following is the tentative list pending agreement with the club after Charlie meets with Cindy. Charlie will meet with Cindy in December to get the dates scheduled.

May 14 th , Saturday	-	Spring Mixer
May 28 th & 29 th , Saturday & Sunday	-	Hickory Ridge Cup
June 11 th , Saturday	-	6-6-6
June 25 th , Saturday	-	Two-person Scramble
July 4 th , Monday	-	Flag Tournament
July 23 rd , Saturday	-	Two-person Best Ball
August 8 th , Monday	-	Senior Club Championship
August 20 th , Saturday	-	Florida Scramble
September 3 rd & 4 th , Saturday & Sunday	-	Club Championship

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September 17 th , Saturday	-	Couples Tournament
September 24 th , Saturday	-	Alternate Shot Tournament
October 8 th , Saturday	-	Year End Scramble

The year-end banquet will be held on Friday, October 7th.

OTHER TOURNAMENT INFORMATION

The tournament schedule will include a description of each tournament and whether each tournament is members only or open.

Tournament sign-up sheets will be posted on the bulletin board three weeks prior to each event. Dona will also send out email reminders before each tournament.

Some suggestions were made for tournament incentives: provide snacks, free drink coupons, raffles, etc. This will be discussed further at the next board meeting.

HOLE-IN-ONE CARDS

In addition to adding the fee onto the membership application, each board member will have hole-in-one cards to sell/distribute and will be responsible for collecting fees. Charlie will talk to Cindy about the cards so that we have them for members that pay with the membership application.

NEXT MEETING

The next meeting will be held on Tuesday, December 8th, at 6:00pm, at Bill Gray's Tap Room.

The motion was made to adjourn at 8:00pm.

Respectfully submitted,

Dona Hazen Secretary

ACTION ITEMS TO BE COMPLETED BEFORE NEXT MEETING:

CHARLIE

Talk to Ken about retrieving lost web page information, web page backup options, & training another individual.

Talk to Cindy about suggestions for increasing membership & scheduling tournament dates.

Talk to Cindy about hole-in-one cards.

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DICK

Talk to Sharon to make sure Ken gets 2015 information for web page.

DONA

Update/revise membership application & cover letter.

DEB & KAREN

Brainstorm ideas for attracting new association members.

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