

**New Seabury Club Members Associates, LLC
Board of Managers Meeting Minutes
April 12, 2018**

The Board meeting on April 12, 2018, was called to order at 6:00 p.m. by Chairman Richard McGrail. Additional to Mr. McGrail, Board members Sharon Bazarian, Mike Richardson, Bill Blaisdell and Rick Quinby were in attendance. Members Kevin Kelly, Paul Stenberg, and Bill McCormack participated via phone. Joe Araby, Chairman of the New Seabury Men's Golf Committee, New Seabury President Chris Card and Director of Food & Beverage Pedro Gonzalez also participated in the meeting.

A motion was made to accept the November 9, 2017, BOM meeting minutes as submitted. The motion was seconded and unanimously approved.

Treasurer's Report:

Treasurer Mike Richardson reported that the Board's Directors & Officers Liability Insurance policy was successfully renewed for 2018 with National Casualty Company. The 2018 renewal cost was \$3,672.00. Our annual corporate Excise Tax payment in the amount of \$456.00 was made to the Commonwealth of Massachusetts in March. There are no payments currently scheduled for April. As of March 31, 2018, the Association's account with Rockland Trust has a balance of \$19,110.16.

There was a brief discussion of the competitive bidding process used for the annual insurance renewal. Mike Richardson explained the current approach and the vendors that had been contacted. Rick Quinby suggested that Olivieri Insurance Agency of Lakeville Massachusetts be included in the bidding process going forward. The Board concurred and Mr. Richardson will add them to the bidders list for 2019.

There was also a discussion of re-instituting Members Association membership fee program to replenish the Association's coffers. For the benefit of the newer members of the Board, Mr. McGrail explained that since the Board's inception in the late 1990s, a onetime \$250 membership fee solicitation letter was included in the New Seabury Welcome Package provided to all new members when they joined the Club. This practice was suspended by the previous General Manager. However, as a result of the negotiations that took place regarding the 2018 Membership Plan and Rules and Regulations, it was agreed that the practice would be reinstated for the 2018. However, with the change of Management the issue was temporarily tabled.

A motion was made and seconded, that Chairman McGrail will work with Chris Card to develop a mutually acceptable process to reinstitute the Member Association Fee program.

Golf Update:

At invitation of the Board, Chairman of the Men's Golf Committee Joe Araby, provided a status update on the 2018 Men's Golf Tournament program. For the benefit of the Board, Joe started his remarks with a bit of background on the New Seabury Men's Golf Association (NSMGA), the decision to transform the NSMGA to a Member's Committee, and the move to transition responsibility for the management of the Men's tournaments to Club control.

The NSMGA was founded as a dues paying member's association in an effort to expand and improve the Men's Golf tournaments available at the Club. However, this placed the burden of all

planning, running and providing supplemental funding for tournaments on the members. As only dues paying members of the NSMGA were eligible to play in these tournaments, it also limited the pool of players for events. With the hiring of Mike Carroll as Director of Golf, the NSMGA felt they had a partner that was committed to providing the level of support required to transition the responsibility of running the tournaments back to the Club where all believed the responsibility belongs.

To that end, in 2016 the NSMGA members voted to transition from a dues paying association to a non-dues based Golf Advisory Committee and to begin the process of moving tournament operations back to the Club. It was agreed that the transition would take place over a two-year period. In the first year, the three major tournaments (Bufflehead, Quahog, Beer & Bull) would continue to be managed by the Advisory Committee. Complete responsibility for planning, budgeting, marketing, and operations for all other events to be managed by the Pro Shop team. Assuming all went according to plan, full responsibility for all events would be assumed by the Club in 2017 with member input for the major events.

With the staffing changes in the Golf department between the 2016 and 2017 seasons, it was mutually agreed that it would be best to continue under the 2016 model and postpone full transition of responsibility to the Club for another year. New Pro Dave Finethy and team did an excellent job with the standard tournaments during the 2017 season and full transition to the Club managed model is on track for 2018.

The Men's committee met with Chris Card and Dave Finethy in December to discuss the 2018 season, transition all support materials for the three remaining tournaments, and to develop the calendar of events. Dave Finethy and his team will handle planning, budgeting, meals and all operational aspects of the entire 2018 tournament schedule, with member review and input.

2018 Board Committee Assignments:

The next order of business was a review of the 2017-2018 committee assignments and a discussion on how to re-engage with the New Seabury team now that new management is in place.

Golf

Kevin Kelley
Sharon Bazarian
Bill McCormack

Food/Beverage

Mike Richardson
Bill McCormack

Tennis

Richard Quinby

Youth and Fitness

Richard McGrail
Bill Blaisdell

Nominating

Paul Stenberg
Richard McGrail

Communications

Bill Blaisdell

Mike Richardson

The consensus was we should recommend to Chris Card that we reinstitute the model where Board members have a one to one connection with the New Seabury Manager for their area of member responsibility. This streamlined communication process allows for timely response for individual member issues. Board members will also be responsible for surfacing recurring and or major concerns to the full Board on a monthly basis for informational purposes and escalation if appropriate.

The Board also discussed more extensive use of member surveys during the year to get more complete member input on specific issues as they arise throughout the year.

Club Management Update:

Mr. McGrail welcomed Chris Card and Pedro Gonzalez, the new Food and Beverage Manager, to the meeting at 7:02 p.m. Mr. Card introduced Mr. Gonzalez and provided a brief overview of his background and qualifications. He went on to say that he is now confident that with Pedro and Chef Mark Porcaro, he has an excellent high caliber Food & Beverage team in place.

Pedro provided a more detailed overview of his varied career experience, from his early introduction to the hospitality industry in his native Puerto Rico, to his decision to join the team at New Seabury. He reiterated his love for the industry and the satisfaction he has derived from each position on his career journey. However, he said in order for him to fulfill his career ambitions, his family has had to make sacrifices along the way. In particular, many of the resort communities are a bit remote for a well-rounded family experience. Therefore, an important criterion for his next stop was a better family community environment. After interviewing at a number of locations nationally, he felt that New Seabury best met both their family and his career criteria. After his first two weeks on site, he is certain they made the right choice.

After the introductory remarks, Mr. Card and Mr. Gonzalez responded to a number questions from the Board.

Q & A

- Understanding that he had only been on the job for a couple of weeks, Mr. McGrail asked Mr. Gonzalez if he could provide an overview on how he planned to approach the coming season. Pedro explained that his initial focus will be on training and improving customer service. His goal is to bring the level of service he developed with his team at the Greenbriar to New Seabury. He understands he will be working with a young labor pool but he doesn't see that as an issue. With training and professional supervision, he is committed to delivering an exceptional product and level of service the members deserve.
- In a follow up question, Mr. Gonzales was asked if he would be revamping the menus at the various venues. He said that the season would start with a very familiar menu with new items added throughout the year. His approach is to introduce new offerings as specials and gauge response based on customer feedback. He went on to say that he is working with the Chef to develop a number of specials that will include wine pairings to for an enhanced

dining experience. Dishes that are well received will be worked in as regular menu items. He will also be monitoring daily sales and slow-moving items will be weaned from the menus and replaced. As the menu evolves he reiterated that the "standards," lobster rolls, fresh fish, steak, etc., will always be available.

- Mr. Card was asked about efforts contemplated to give member's first priority at New Seabury venues as all are open to the general public. He stated that he was aware of the issue and it was something his team was working to find a satisfactory solution. He also reminded the Board that in acknowledgment of the membership, all members will receive a 10% discount on food charges this year.
- Mr. Stenberg asked Mr. Card if he could provide a status update on the preparations for the season. Chris explained that both courses had significant tree damage during the recent storms. The Dunes Course remains open for play and tree work will wrap up shortly. The tree crews will then be moving to the Ocean Course. Depending on weather conditions the goal is to have the course open by the end of April. Chris went on to explain that the course maintenance budget has been increased, a number of new pieces of equipment have been ordered and that new maintenance policies and procedures have been implemented to prevent any further issues with chemical application on the courses.
- Mr. McGrail asks if a decision had been made on whether to proceed with the GPS system for golf carts. Chris said that after evaluating the options they had decided not to proceed.
- In response to a question from Paul Stenberg, Chris said he was down to final candidates for the Director of Golf and was planning to send an offer is going out by the end of the week.
- Chris reported the Club is reintroducing a printed membership book. It is in progress and will be available shortly. He also explained that the Club is producing a member's calendar. It will be in booklet form and will included all club activities in a single location. It is also in production with delivery anticipated around the same time as the new directory.

The final topic of discussion was regarding a major New Seabury marketing campaign currently running throughout Massachusetts, Connecticut and New York promoting the club. While Management is committed to improving the member experience, growth is also a critical, particularly in light of the member attrition over the last few years. Chris emphasized that his team will be working hard to gain member confidence and hopes members will join them in actively promoting New Seabury as a great family oriented, member friendly Club.

Chairman McGrail thanked Mr. Card and Mr. Gonzalez for their participation and they exited the meeting at 8:04 p.m.

Member Communication:

Bill Blaisdell discuss the need for the Board to continue its efforts to expand and improve communication with Association members throughout the year. He circulated a draft proposal for Board review and input. The recommendations included a number of possible initiatives including monthly emails, a BOM column in the New Seabury Monthly Newsletter, increased posting on BOM website, expanded use of members surveys and a possible column in Peninsula Reporter. A final 2018 plan, incorporating input received, will be developed and circulated for final approval at the May Board meeting.

Mr. Blaisdell also explained that he had reached out to the new New Seabury Marketing Manager with the goal of establishing a mutually beneficial working relationship in support of improving member communications.

IT Update:

Richard McGrail concluded the meeting with an update on the effort to develop a new Board website. The technical resource who originally volunteered to do the requirements document, develop the project plan and a ball park budget for the effort has had a change in their personal circumstances. Unfortunately, he was unable to complete the preliminary work and is no longer available to work on the project.

Mike Richardson suggested the Board engage in preliminary discussions with the Web company that handles the Peninsula Counsel website to review the project and get some preliminary ideas on development costs. The group also discussed the idea of soliciting help from the general membership to see if there might be members with appropriate skills willing to work with the Board on a volunteer basis to develop the new website.

It was agreed that Mr. Richardson would contact the Peninsula Counsel web developers for preliminary discussion and report his finding at the May meeting.

There being no further business, a motion was made and seconded to adjourn the meeting at 8:30 p.m. The motion was unanimously approved.

Respectfully submitted,

Sharon Bazarian
Secretary