

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

The Board meeting on June 12, 2018, was called to order at 6:00 p.m. by Chairman Richard McGrail. In addition to Mr. McGrail, Board members Paul Stenberg, Bill Blaisdell, Mike Forbes, Mike Richardson, Bill McCormack and Rick Quinby were present. New Seabury President and General Manager Chris Card and Director of Golf Jim Clay also participated in the meeting.

**As the first order of business was a motion made to accept the May 10, 2018, BOM meeting minutes as submitted. The motion was seconded and unanimously approved.**

**Treasurer's Report**

Treasurer Mike Richardson reported that the bank account cash balance at the beginning of June was \$19,110.16. Payments were made to GoDaddy for the registration of the new Board of Managers website domain and for five years of website hosting in the amounts of \$20.16 and \$445.61 respectively, leaving a balance of \$18,644.39. Mike also explained that the annual contract for the Constant Contact software expires at the end of the month and after a brief discussion it was agreed that it will be renewed for another year. No additional expenditures are anticipated for the remainder of the month.

**A motion was made, seconded and unanimously approved to accept the Treasures Report as submitted.**

**Nominating Committee Report**

Richard McGrail provided a status update on the ongoing efforts of the Nominating Committee to identify candidates to fill the three Board positions that expire this August. Current Board members Mike Richardson, Paul Stenberg and Mike Forbes have indicated that they will all run for another term. The Board also reviewed a list of other candidates that have been submitted to the Board as possible candidates. Per the requirements set forth in the organization by-laws, the Board can set forth a slate of up to five candidates. Therefore, if more than two of the identified individuals decides they are going to apply for positions, the Board will have to need to make the final determination on the 2018 five candidate slate.

The Board will also be sending out a general notification to the membership the week of July 16 to let membership know that any member may nominate themselves if they are interested in serving on the Board. If anyone steps forward, they will need to provide a short biography and/or letter explaining why they want to serve. This information will be circulated along with the Board nominated candidates prior to the annual meeting.

Once all candidates have been identified, their information will be emailed to membership the first week of August along with details on voting procedures. The committee is also going to explore the possibility of having the Club include the candidate and voting information in the July member billing as was the case in years past.

## **Communication Plan Update**

Bill Blaisdell circulated and reviewed the updated 2018 Board communication plan. Bill explained that the first member e-mail blast was posted on 5/23/2018 and the first installment of the BOM column for the New Seabury monthly newsletter was submitted on 5/25/2018 as scheduled. The New Seabury Newsletter was mailed to member the first week of June. The Board's submission was prominently featured on the back cover! The deadline for BOM submission to the July New Seabury newsletter is June 21, 2018. Richard agreed to work with Bill to prepare our submission announcing the new Board website.

In closing, Bill asked for all Board members to review the communication schedule and to get back to him with submissions and or recommendations for development.

## **Club Management Update**

Chris Card and Jim Clay, the new Director of Golf, joined the meeting at 7:00. Chris introduced Jim and provided an overview of his background and experience. Jim then shared his initial impressions of the Club and the customer centric philosophy he brings with him to New Seabury. Jim went on to explain that he is a native New Englander and he is thrilled to be back home and to be joining the New Seabury management team.

Although he's only been on campus for a very short period of time, Jim said his first focus will be on service. He will be evaluating service levels in all aspects of Golf operations and making adjustments as appropriate to improve service and the customer experience. He is also evaluating the golf shop offerings and will be adding some new items like range finders, batteries and other items as conveniences for the golf members. He also said he believes there is an opportunity to expand the club fitting program for the benefit of the members. The Club has the equipment, facilities and staff to do personalized professional fittings.

Jim also said he will be looking to the Board and membership for their ideas and recommendations on what the golf organization can do to improve operational performance and the member experience. On the member's experience front, Jim asked the group if there was interest in more Club organized Nine and Dine events, Mixed Golf tournaments, Club run weekday and weekend events. He wants to promote an inclusive environment where golf members, particularly new members, have the opportunity to meet and play with other members.

## **Q & A**

After their remarks, Mr. Card and Mr. Clay responded to a number questions from the Board.

- Richard McGrail asked about the status of staffing in Golf operations. Chris said that he and Jim had made the decision not to fill the Head Pro position at this time. They agree that at this point in the season, the candidates that New Seabury would likely hire, are already committed. They are comfortable that they have the staffing required for the year.
- Bill Blaisdell asked if a decision had been made on whether or not to proceed with the golf course renovations detailed in the Master Plan developed with

course Architect Bruce Hepner. Chris Card said the Club was moving ahead with the Dunes Course improvements as scheduled. He went on to say that Mr. Hepner had been on site in early June for a project review and update meeting. Work on the Dunes is scheduled to commence directly after Labor Day. Chris reiterated that the goal will be to have 27 holes available for play during the course renovations.

- There was a brief discussion regarding posting scores for the new Ocean white/blue hybrid course. Chris Card said the course scores cards would not be modified but that a new listing would be added to the computer handicap system within a week that would allow people to post scores for the hybrid tees.
- Paul Stenberg mentioned to Jim Clay that at peak times when you call the pro shop occasionally the phone rings without picking up or going to voice mail. Jim and Chris said they would investigate and make any appropriate adjustments to ensure that all calls are answered.
- Also on a technology note, Mike Forbes explained that as currently configured, the clubs “member Wi-Fi” requires people to login as they move between venues on campus. For example, a person moving between the Clubhouse and the Poppy need to complete the login process to reestablish a connection to the club Wi-Fi. Chris said he was unaware of the issue and that the employees were not experiencing this problem. He agreed to see if the system setting could be modified to eliminate this issue for the members.
- Richard McGrail briefly outlined the Board’s idea of developing an Ambassador program in support of creating a more welcoming environment for new members. The concept is to work with the Membership Director to introduce new members to the Board. The Board members would reach out to the new members and provide introductions to other members with similar interests throughout their first season at the club. Chris said his staff had also been discussing options, including a new member social gathering, and would welcome the participation of the Board in developing and supporting such a program. It was agreed that Richard would follow up with Chris after the Fourth of July Holiday to work out the details of this idea.
- The Board formally extended an invitation to Chris to participate in the Member’s Annual meeting on August 26, 2018, at 3:00 PM. Chris accepted and said he welcomed the opportunity to provide the members with a Club update and answer any questions members may have.

There being no additional questions, Mr. McGrail thanked Mr. Card and Mr. Clay for their participation and they exited the meeting at 7:50 p.m.

### **IT Update**

Richard McGrail updated the group on the continuing work to update the Board’s website. After reviewing a proposal from an outside developer, it was decided to continue with our internal

development effort. A new web domain was purchased from GoDaddy ( [www.nsbom.com](http://www.nsbom.com) ) and some tech support was also provided by GoDaddy to set up the structure of the new site.

The new website was previewed and input taken on modifications desired. The consensus of the members present was that the new site has a more modern look and will be more engaging for the member community. Richard said all the material that was on the former site has been transferred over to the new site so all historical data has been preserved. In addition, the new site has been optimized for both mobile and desktop environments. This is important as we've learned from our Constant Contact mailings that almost 70% of our members access our material on a mobile device.

It was agreed that the new site will be announced and launched the first week of July. In order to ease the transition, our original ( [www.newseaburyboardofmanagers.com](http://www.newseaburyboardofmanagers.com) ) site will remain active for two months. Anyone logging on to that site will automatically be redirected to our new location.

**There being no further business, a motion was made and seconded to adjourn the meeting at 8:20 p.m.**

Respectfully submitted,  
Sharon Bazarian  
Secretary