

**New Seabury Club Members Associates, LLC.
Board of Mangers Meeting Minutes
July 12, 2018**

The Board meeting on July 12, 2018, was called to order at 6:00 p.m. by Chairman Richard McGrail. In addition to Richard McGrail, Board members Sharon Bazarian, Bill Blaisdell, Mike Richardson, Paul Stenberg and Bill McCormack were present. Board members Rick Quinby and Kevin Kelley participated via teleconference. New Seabury President and General Manager Chris Card and Julie Quintero-Schulz, the new Director of Marketing also participated in the meeting.

As the first order of business was a motion made to accept the June 14, 2018, NSBOM meeting minutes as submitted. The motion was seconded and unanimously approved.

Treasure's Report

Treasurer Mike Richardson reported that the bank account cash balance at the beginning of July was \$18,644.39. Mike explained that the annual contract for the Boards Constant Contact software, approved for renewal at the June 14, 2018 Board meeting, was the only anticipated expense for the month of July.

A motion was made and unanimously approved to accept the July 12, 2018, Treasurer's report.

Food & Beverage Report

Mike Richardson reported that feedback on the dining experience at the Club, the Poppy, and at the Lure has been very positive. Comments from the membership reflect an improvement in the quality of the food, general satisfaction with service and enjoyment of the musical entertainment at the Lure. Members also appreciate that Chris Card and Pedro Gonzalez are out and about and spend a good deal of time communicating with members at all venues. Both show a real desire to listen and to respond proactively when an issue is brought to their attention, which is a refreshing change from the experience of the last few years.

Golf Committee Report

Paul Stenberg reported that The Bufflehead two-day men's member/guest tournament was a success. Many members complimented the Pro Shop staff on the organization and coordination of the event, and commented that the food service was excellent. The course was in great condition.

The Viti tournament was another success. The tournament fee is \$75, which is a direct donation to the Children's Hospital in Rhode Island. This year there were 72 players, but Paul believes this is an event that can be grown with a bit on promotion within the Club.

The upcoming Men's Three-Day tournament is sold out despite the entry fee increase to \$995 up from \$890 last year. There are 48 teams registered and a number of teams on the waiting list.

Communication Committee Report

Bill Blaisdell reviewed the July Board communication plan. There are two e-mail blasts currently scheduled for July. The second installment of the BOM column for the New Seabury monthly newsletter was submitted and once again featured on the back cover. The deadline for BOM submission for the August New Seabury newsletter is July 20, 2018. Richard agreed to work with Bill Blaisdell to prepare our submission. Mike Richardson agreed to prepare a Board submission for the August edition of the Peninsula Council Newsletter.

Bill Blaisdell stressed that while our goal of significantly increasing and improving our member communications, we need more members of the Board to step forward to provide content if we're going to continue this program. He once again asked for all Board members to review the communication schedule and to get back to him with submissions and or recommendations for development. Rick Quinby suggested we develop a few success stories, like the of the July 4th BBQ and fireworks display, to feature in future submissions.

Website Launch Update

Richard McGrail provided the Board with a brief update on the new NSBOM website. The site, www.nsbom.com, was successfully launched on July 1, 2018 as scheduled. A July email blast announcing the launch generated a significant number of visits to the new site, with over a 1000 clicks in the first two weeks. In addition to visits, a number of members have submitted for posting on the "Community Corner" section. We will continue to feature new photos and events as people submit them.

Management Update

Chris Card and Julie Quintero-Schulz, the new Director of Marketing, joined the meeting at 7:00. Chris introduced Julie and provided an overview of her role with the organization and handed it off to Julie to provide a quick overview of her background and experience.

Julie began her career in 2002 working for former New York City Mayor Michael R. Bloomberg until moving to the Cape in 2007. Since moving to the Cape she has worked as the Deputy Chief of Staff for MassHighway, the Mobility Manager for the Cape Cod Regional Transit Authority, followed by the Assistant Town Administrator for the Town of Harwich in 2014. In 2015, she worked for the Cape Cod Chamber of Commerce as the Vice President for Member Services and Community Development, where she oversaw and marketed 1,300 members, sold the Cape Cod Travel Guide Magazine and Meeting & Event Planner Guide, and assembled numerous events. In her role at New Seabury, Julie is responsible for all day-to-day oversight of marketing programs, primarily in relation to members and visitors. She is also responsible for planning and executing New Seabury's advertising and digital marketing, and maintaining the New Seabury's website and social media programs.

Julie said she will be focused on working with the Club team to create a more welcoming and inclusive member experience at the Club. Julie mentioned that a Member Directory and a social

calendar of activities has been developed and mailed to all members. Through weekly email blasts, social media and the monthly newsletter, Julie will be working to make sure members are updated and informed about all the opportunities available for them at the club. Upcoming events in August and September included, Mid-summer Night Martinis, a Hess Wine Event, Members Wine & Dine on the Beach and Boys Night Out Bourbon and Cigar dinner. In addition to dining there are new fitness, kids, art classes and a member only shopping event.

Finally, Julie said she is working to consolidate the multiple social media sites that currently exist for New Seabury. There are multiple generations of some sites that have been abandoned yet still show up in searches. Her goal is to have current up to date Facebook, Instagram and Twitter sites by the end of the current season.

After Julie's remarks, Chris Card asks the Board of Managers if they would be willing to work with him to conduct a mid-season member survey instead of waiting until year end as has been done the last two years. While the feedback Chris and his team has been encouraging, he would like to get feedback from a larger number of members to gauge his team's progress against their goal to improve the member experience at the Club. It was agreed that the Board would work with Chris Card and his team to develop and circulate a short 9 or 10 question survey to run for the last two weeks of July. The information will be used internally by Chris Card and his team to benchmark versus their 2017 results and their 2018 plans.

Q & A

After their remarks, Chris and Julie responded to a number of questions from the Board.

- Richard McGrail asked Chris and Julie if they would be open to sharing marketing and social media content for posting on the new NSBOM member website. They said they would welcome the additional coverage provided for the benefit of the membership. Richard and Julie agreed to work to make it happen.
- Paul Stenberg asked Chris if any additional information was available on the golf course renovations. Chris said that the Dunes Course work will proceed as scheduled this Fall. Final plans should be completed shortly and Chris agreed to provide an update at the August Board meeting. The renovation of the Ocean Course is scheduled for late Fall 2019.
- Sharon Bazarian reiterated her recommendation that the Club develop a program to pair new members with current members to assist in orientation to the Club. Rich McGrail suggests a member/guest golf day where one's guest attend for free.
- Chris Card was asked if the Club was successfully recruiting new members. Mr. Card explained that New Seabury is currently running a marketing campaign in Massachusetts, New York, New Jersey and Connecticut. To date, 28 new members have joined. Chris also mentioned that Lodging at New Seabury increased by 10% in June.
- Sharon Bazarian mentioned that there seem to be an increased number of AirBNB's within New Seabury. Chris acknowledged that did seem to be the case but said the

Club didn't have any ability to affect it. Mike Richardson, in his role as head of the Peninsula Council, reiterated Chris' position that it is up to the Town of Mashpee to regulate the issue.

- Richard McGrail passed along member suggestions regarding new fitness equipment. In particular, there was a recommendation that 2 or 3 additional weight benches be added to eliminate the current bottleneck around the single bench currently available. There was also a request to add stair-mill equipment. Chris agreed to look into these issues.
- A member's question regarding the status of opening the Outdoor Snack Bar at the new Fitness Center was also discussed. Chris explained the kitchen equipment was not when the facility was built. Chris said it will be in place for the 2019 season.

There being no additional questions, Mr. McGrail thanked Chris and Julie for their participation and they exited the meeting at 8:00 p.m.

There being no further business, a motion was made and seconded to adjourn the meeting at 8:40 p.m.

Respectfully submitted,

Sharon Bazarian
Secretary