

**New Seabury Club Members Associates, LLC**  
**2018 Annual Meeting Minutes**  
**August 26, 2018**

The Annual Meeting was called to order on August 26, 2018, at 3:00 p.m. by New Seabury Board of Managers Chairman Richard McGrail. In addition to Mr. McGrail, Board members Sharon Bazarian, Mike Forbes, Mike Richardson, Bill Blaisdell, Bill McCormack, Paul Stenberg and Rick Quinby were present.

Chairman McGrail, welcomed and thanked the 80 plus members in attendance and introduced the other Board Members present. Mr. McGrail also introduced New Seabury President and Executive Director Chris Card, Food and Beverage Director, Pedro Gonzalez, and the Director of Golf, Jim Clay. On behalf of the Board and the membership, Mr. McGrail thanked the Management team for their participation after a noticeable absence the last few years. He stated that their presence is another example of the renewed co-operative spirit that is having such a positive impact on the atmosphere and direction of the Club.

Following opening remarks, Mr. McGrail briefly discussed the genesis and role of the New Seabury Club Members Associates, LLC. and the Board of Managers. The organization was created to represent the membership during the 1997 Club Bankruptcy proceedings. The LLC is headed by the Board of Managers, elected by the membership and charged with the representation of the collective interests of the members and advancing their interests in matters concerning the operation of the New Seabury Club. He stressed that while the Board doesn't have an active role in running the Club as some feel the name implies, as the voice of the customer, it does have a critical role in creating and maintaining a healthy and vibrant community. The BOM is committed to working hand and glove in a mutually beneficial manner to the Club.

A short presentation detailing the 2017-2018 activities of the Board since the last Annual Meeting followed. Mr. McGrail stressed that while there have been a number of very positive achievements, negotiating to keep membership dues flat year-over-year, membership fee reductions across the board, the 10% discount on food purchased at the Club's dining facilities and the new and improved BOM website, the Board feels the most significant change was the dramatically improved working relations with the new management team. It is the foundation of what has been achieved to date and the solid foundation required to move the Club to the next level of superior service.

Looking forward, Mr. McGrail stated that the Board would be conducting a 2018 year-end Member Satisfaction Survey, continue the e-mail and website communication efforts, review and provide feedback to 2019 Membership and Rules package and lobby to reduce Silver membership to age 75 and extend Family golf privileges to age 26. A copy of the full presentation is available on the New Seabury Board of Managers website, [www.nsbom.com](http://www.nsbom.com), under the Board Meeting Minutes tab.

Mr. McGrail closed his remarks by reiterating that the BOM is here for the members and will continue do its best to represent membership concerns to management.

At the conclusion of his presentation, Mr. McGrail welcomed Mr. Card to the podium for his remarks. Mr. Card opened by thanking the Board for the invitation to be part of the Annual Meeting. Mr. Card said since assuming his position he has enjoyed a strong partnership with the Board. From his very first meeting when the Board presented him with the data from the 2017 Membership Satisfaction Survey, which he said provided him with invaluable member insight as he kicked off his tenure at New Seabury, to his on-going participation in monthly meetings, the relationship has been positive and proactive.

Mr. Card then introduced Pedro Gonzalez, Director of Food and Beverage and Jim Clay the Director of Golf. He praised both for the great effort in transforming their departments in their first season and said he and his team are energized and are looking forward to continuing their efforts to make New Seabury the premier Club on Cape Cod.

During the 2018 season, Chris explained that his teams focus was to improve the major issues identified in the 2017 Member Satisfaction Survey; service, team training, food quality, conditions on the golf courses and the overall member experience. In an effort to gauge their progress, Mr. Card requested the support of the Board of Managers to conduct a short mid-season member satisfaction survey. A nine-question survey, touching on the major categories of quality, service, facilities condition and overall member satisfaction was conducted. Over two hundred and fifty members provided input. This data was benchmarked versus the end of year 2017 data. Mr. Card said he was happy to report that every category showed a marked improvement over prior year result! While encouraged, Mr. Card said his team would incorporate this data into their continuous improvement efforts.

Looking forward there are a number of improvement projects planned for the Fall. The renovation of the Dunes Course will begin September 4, 2018. The work will start on the front nine which will be closed for play on that day. The back nine will remain open for play through the month of September. When construction starts on the back nine, the Dunes Course will be closed for the winter.

Another project in the planning stage is the renovation of the Clubhouse. Designs are being reviewed for renovations to the dining room and bar area. Mr. Card hopes to have all the data required to make a final decision on this project in the next several weeks. If the decision is made to proceed, the goal would be to have all the work completed by Memorial Day for the official opening of the 2019 season.

Lastly, Mr. Card discussed the Club's plans to extend the season for a number of facilities that have closed after Labor Day in recent years. He specifically mentioned that the Athletic Club Pool will remain open seven days a week through October 7<sup>th</sup> and the Beach Bar on Saturdays and Sundays through October 7<sup>th</sup> as well. He told members to be on the lookout for an email detailing the hours of operation for all of the club's venues in the coming week.

An active Question and Answer session followed Mr. Cards presentation. A select number of the major issue discussed is presented below.

**Q: Has any decision been made regarding 2019-member dues?**

**A:** Mr. Card explained that 2019 dues will not be determined until November - December timeframe.

**Q:** While the reduction of fees in 2018 was appreciated, some are still prohibitively high. Specifically, the family and children golf fees. The members feel these fees should be nominal to encourage family and youth play, understanding there may be some play time restrictions associated with the reduced fees.

**A:** Mr. Chris said it is an issue they will revisit when reviewing all fees for the 2019 season.

**Q:** Is the Club considering revising the membership downgrade policy. It seems unfair to keep members locked into categories that no longer meet their family or individual needs. The member explained that he is a Diamond membership but no longer plays golf yet remains locked into a premium golf membership plan.

**A:** Mr. Card said the Club reviews its rules and membership plan annually and will take these comments into consideration as part of the annual review process.

**Q:** Will Medallion Golf members have access to the Ocean Course during the Dunes Renovations?

**A:** During the renovation, Medallion members will have access to play the Ocean Course until the Dunes Course reopens in the Spring.

**Q:** Are there still plans to renovate the Ocean Course?

**A:** The Ocean Course is scheduled for renovation in the Fall of 2019. The project includes improving bunkers, drainage, irrigation, and selected other improvements to be finalized when plans are decided upon.

**Q:** How many additional houses will be built on the property?

**A:** Mr. Card said he didn't have an exact number but it is in the neighborhood of an additional two hundred and fifty units.

**Q:** Is there a marketing plan in place to rebuild the membership of the Club?

**A:** Mr. Card explained that he has hired a Marketing Director, Julie Quintero Schulz. She is in the process of developing a campaign to attract new members. These efforts will be continuous going forward.

**Q:** Has there been any thought of forming a membership committee comprised of Club and member personnel?

**A:** That is certainly something the Club would be willing to discuss. It was agreed that topic would be on the agenda for a future Board of Managers/management meeting.

**Q: What is the maximum golf members NS can have?**

A: The maximum golf membership is capped at 690.

**Q: Are memberships being included with the sale of the new Cottages?**

A: No, that program is no longer in place.

**Q: Traffic is a growing concern in the complex, particularly in the beach areas. With the addition of 200 plus new homes, are there plans to open a new access road near the Athletic Club?**

A: Mr. Card said he was sure of the status of the possible new entrance road but would look into it.

**Q: The walking trails throughout the complex are in disrepair. Who is responsible for the maintenances of the trail?**

A: The walking trails are a shared responsibility between New Seabury Management and the Peninsula Council. Mr. Card said he would work with the Council to improve the condition of the trails.

**Q: A member mentioned that the present number of beach umbrellas and towels are insufficient to meet demand during the 2018 season.**

A: Mr. Card agreed and said they will address the issue during the off season to insure they will have an adequate supply for the 2019 season.

**Q: Members have a minimum amount to spend at the various venues yet sometime have difficulties getting reservations as all dining venues are open to the public. Are there any plans to address this?**

A: Mr. Card said the Club has made a change to address this issue. A new policy of preferred advanced reservations for Club members has been implemented. Reservations at all dining venues between 6:00 - 8:00 will be held for member reservations only until two days prior to the date of dining. Times not requested by members will be released to the public. However, like the golf and tennis reservation systems, this should provide members with the window required to secure appropriate times for dining.

**Q: A member rose to complement Cody Hunter, Director of Tennis, saying he does an excellent job but he needs help to improve the tennis experience at New Seabury. He also pointed out that there are not adequate bathrooms and water fountains in the court area.**

A: Mr. Card said he was aware of the issue and would look into possible solutions during the winter months.

At the conclusion of the Q & A Mr. McGrail and the Board reiterated they're thanks to Mr. Card and his team for participating in the Annual Meeting.

The final agenda item of the day was the announcement of the results of the 2018 Board Member elections. Mike Forbes, Mike Murphy, and Mike Richardson were elected to fill the three open positions. Each will serve a three-year term that will run through the Annual Meeting in 2021.

**There being no further business, a motion was made and seconded to adjourn the meeting at 4:15 p.m.**

Respectfully submitted,  
Sharon Bazarian  
Secretary