

New Seabury Club Members Associates, LLC
2020 Annual Meeting Minutes
August 23, 2020

The Annual Meeting was called to order on August 23, 2020, at 3:06 p.m. by New Seabury Board of Managers Chairman Richard McGrail. In addition to Mr. McGrail, Board members Sharon Bazarian, Mike Forbes, Kathy Griffin-Mayo, Mike Richardson, Kevin Kelley, Mike Murphy, Rick Russo, and Rick Quinby were present.

Chairman McGrail welcomed and thanked the 100 members that had logged in or called into the "Zoom" audio/video conferencing event and introduced his fellow Board Members. Mr. McGrail also introduced and welcomed New Seabury President Chris Card, Director of Golf, Jim Clay, and Membership Director Bob Higgins who also participated in the event. On behalf of the Board and membership, Mr. McGrail thanked the Management team for their participation and efforts to make the members 2020 experience as safe, pleasant, and satisfying as possible in these unprecedented and challenging times.

To benefit the new club members, 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 members' collective interests 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 the voice of the customer, it does have a critical role in creating and maintaining a healthy and vibrant community.

A short slide presentation detailing the 2019-2020 activities of the Board since the last Annual Meeting followed. In support of the goal of keeping members informed, since last year's meeting the Board posted 25 direct email blasts, 4 New Seabury Newsletters contributions, and 2 Peninsula Reporter articles. The Board also maintained our commitment to 24-hour response to the 150+ member emails we received over the course of the year. The "What's New" & "Community Photos" sections of the NSBOM Website were also regularly updated and included over 100 progress photos on the major off-season Ocean Course renovation project.

The Board also reviewed and submitted input on the 2020 Membership Plan and Rules and Regulations documents. Based on these efforts, the Club agreed to no increase for the Diamond and FG-ST1 members, and only a minimal 2020 dues increase for all other categories.

In addition, the Board conducted the fourth annual Member Satisfaction Survey. We had excellent participation again this year, with 440 members completing the survey. In

addition to answering the rating questions, 915 comments and or suggestions were also provided. As in past years, the survey results and all comments were reviewed by the NSBOM and shared with Club Management. Action Committee/Management teams reviewed the input which was then considered and incorporated into the Clubs 2020 operating plans and goal.

At the request of Club management, The Board also conducted a short two question Member Restaurant Survey to document support for the members' on-going request to transitioning the Club's restaurants to member-only venues. The first question was to gauge actual member support of the idea. The second was a ranking question. It assumes that to mitigate the financial impact to the Club, it may be a multi-year phased implementation process. Four hundred and forty-three members completed the survey. Based on this data, the Club agreed to transition 95 Shore and the Athletic Club to member-only venues for the 2020 season.

Looking forward, Mr. McGrail stated that the Board will be conducting a 2020 year-end Member Satisfaction Survey, continue the email and website communication efforts, review and provide feedback to the 2020 Membership and Rules package, lobby to reduce Silver membership to age 75, and work to find a mutually acceptable solution to the membership category downgrade issue. A copy of the full presentation is available on the New Seabury Board of Managers website, www.nsbom.com, under the Board Meeting Minutes tab.

The next topic on the agenda was the election of the 2020 Board members. Mr. McGrail provided a brief overview of the annual election process, thanked outgoing board members Sharon Bazarian, Kevin Kelley, and Rick Quinby, and presented each with Certificates of Appreciation for their service to the community. He also thanked all of the 2020 candidates for standing for election and announced that Ann Maire Beasley, Doug McHale, and Marliese Zafiropoulos and were elected to fill the three open positions. Each will serve a three-year term that will run through the Annual Meeting in 2023.

Following his remarks, Mr. McGrail once again welcomed Mr. Card for the Management presentation. Mr. Card opened by thanking the Board for the invitation to participate in the Annual Meeting and for the positive partnering relationship he and his team have with the Board. He also thanked the membership for their understanding, patience, and support during this very difficult time. Obviously, this isn't the season anyone anticipated. He and his team worked diligently during the off-season to incorporate input from the member survey to expand and improve the junior golf and tennis programs, to reintroduce a full day kids camp, plan additional special event dining options, expanded fitness offering, and more for 2020. Unfortunately, the Pandemic changed everything.

We are in the midst of an unprecedented and challenging public health crisis. In accordance with Governor Baker's Orders, in mid-March, The Club was required to

close the facilities and cease all but essential operations. The golf courses had to be maintained; therefore, the Golf Course Maintenance Crew and the construction team on the Ocean Course project were allowed to work while practicing social distancing. The Senior Food & Beverage Staff prepared menus, updated training programs, and recruited new staff members. The Maintenance Department completed a number of annual projects including the remodeling of the Sand Wedge Snack Bar.

During the shutdown, we monitored information provided by the CDC, the World Health Organization, and the Massachusetts Department of Public Health. Based on this data we provided weekly status updates. Thankfully in May, we were able to start the reopening process and have expanded as practical as restrictions have been lifted.

We understand this hasn't been easy. Throughout this entire time, your safety and the safety of our staff and employees, have been and remain our top priority. All facilities went through a deep cleaning prior to reopening, and our regular cleaning practices have been enhanced and frequencies increased with a focus on common touchpoints. Hand sanitizer dispensers have been installed in high traffic areas. Messaging regarding social distancing and face covering are prominently on display throughout the complex. We take this very seriously and thank all of you for doing so as well. Safety is all our responsibility.

Mr. Card also said the Club was very happy with the results of the major Ocean Course renovation project. It was completed on schedule and has been very well received by the membership.

Lastly, Mr. Card discussed the Club's operating plans for the Fall and Winter season. The Cabana Clubs will close on September 7th. However, there is access through the Beach Club to the waterfront. The Athletic Club Pool will remain open daily through the month of September.

On the dining front, 95 Shore will continue dining service Wednesday – Sunday, from 5:00 – 9:00 pm for dinner hours and 11:00 am - 2:00 pm Saturday - Sunday in September. The Poppy, The Athletic Club Café, and The Lure Raw Bar will also remain open weekends through Columbus Day.

A Question and Answer session followed Mr. Cards' opening remarks.

Q: We're at the end of the "traditional" summer season, Labor Day, but there is no resolution to the Food & Beverage minimum spending issue. What if anything is the Club prepared to do on this issue?

A: The tentative plan at the moment is to reduce the \$1500 minimum to between \$750 and \$1,000 due to all of the challenges associated with the COVID pandemic. Understanding there are still members who aren't comfortable with dining or take out, we will look to expand spending to cover take out wine. Our prices are very

competitive. We also anticipate allowing members to spend their remaining in the golf shop for equipment, clothes, etc.

Q: Could the minimum spending be expanded to include spending in the Tennis Shop?

A: Yes

Q: The Club has mentioned there would be some level of adjustment to the members 2020 dues. Can you please share what will be done?

A: We believe it is fair and appropriate to issue a member credit. We are still finalizing the plan but at this point I anticipate it will be in the range of 20 - 25% credit of your 2020 membership dues. The credit will be booked to your account after you've paid your 2021 dues in full next year.

Q: So just to make sure we understand, it will not be a credit toward 2021 dues?

A: That's correct. Members will need to pay their 2021 dues in full and then they will receive a 20 – 25% credit they can use on any spending in the Club. For example, a Diamond member will receive a credit in the range of \$3,500 - \$4,000 they can use for food and beverage, golf, guest fees, etc.

Q: Will the Club be communicating directly with all members on their specifics?

A: Yes, we will be sending all of this information directly to the members once everything is finalized.

Q: When will the Fitness Center be opened?

A: We have been very conservative in opening our facilities, for both member's and employee's safety. We have made the required enhancements in the fitness center and plan to reopen on August 31. We will be sending out additional information to the members early next week.

Q: Will the Tennis facilities be opened and staffed this Fall? It's hard for the Tennis members to understand why the Golf Courses are open year-round but Tennis only from Memorial Day through Labor Day.

A: We've seen a major uptick in tennis this year. It's a credit to the program that Cody and his team have put together. The facilities will remain open longer and Cody will be at New Seabury until the end of October.

Q: The condition of the fairways on both courses is not good. The grass is burnt out in many places. There are also a number of greens that are not in good shape. Are you satisfied with the current level of maintenance?

A: We are not happy with current conditions and believe they can be a bit better. The objective when renovating the courses was to get them in a position where we could improve our ability to maintain them and to have them play firmer and drier as more traditional links-style courses.

The burnt out looks we have now is a combination of us trying to firm the playing conditions up combined with the drought conditions we are experiencing. Cape Cod is now considered to be in a flash drought. We've had a major decrease precipitation, above-normal temps, and in turn more rapid evaporation for the little rain we have had. As you can imagine this is a disastrous recipe for a newly renovated golf course. To counter the effects, we have increased our overnight watering which is up 20-25% over last year's levels. There has also been a significant increase in play, as rounds are up 30% over last year. This combined with the one person per cart requirement has also had an impact on the courses.

The course architect and other consultants we've had on-site have provided recommendations for some different practices we could incorporate as well as some different chemicals and fertilizers that we are implementing over the next few weeks. We will also be roping off areas to reroute cart traffic from certain high use areas. We are confident there will be a significant improvement as the Fall weather arrives.

Q: When will the practice facility, specifically the chipping area, be completed. Any consideration to constructing a putting green at the practice facility. It's an inconvenience to hit balls at the range and then have to drive to the Clubhouse to have access to putting greens.

A: We have re-sodded the chipping area and it will be open around the end of September. At this time, we will not be replanting a putting green at that location. We are still prohibited from using chemicals or fertilizers in that area because of the town wells. It makes it impossible to maintain a putting surface.

Q: How many additional housing units will be built in the complex?

A: There are 9 foundations left to be poured in the current phase 3 Cottages construction area. The clearing now underway along Rock Landing Road is phase 4. It is scheduled for 81 additional Cottage homes.

Q: Does that complete the home construction in the complex?

A: This will complete the construction of the Cottages project. There are other select additional parcels of land spread throughout the complex but the Cottages will complete the major development.

Q: When is phase 4 construction scheduled to be completed?

A: There isn't a specific date at this time but we anticipate it will be in 2021.

Q: Will the construction of the phase 4 homes have any impact on the member's use of the Golf Practice Facility?

A: We don't believe so, however we are reviewing that, including possible scenarios that might involve moving or angling the range tee to ensure there won't be any impact to the facility.

Q: The beach facilities, along with the new Athletic Club and pool are already quite busy. Are there any plans to expand or add facilities to accommodate the influx of new members from all the homes being built?

A: We don't have any plans to add anything at this time. In the future, we may need to look at expanding the Fitness Center but it will not be in 2021.

Q: Will there be a new entrance/exit for the Cottages on Rock Landing Road?

A: Yes. There will be two new entrances into phase 4 on Rock Landing Road.

Q: As part of the final phases of construction, are there any plans to improve traffic flow from the main entrance?

A: When phase 4 building is completed, the existing entrance to the sales office and model homes will be eliminated. That is the only change planned at this time.

Q: Has any progress been made on improving cell service in the complex?

A: With the town cell tower process still tied up in court, we are working with the Peninsula Council on a private effort to install an Outdoor Distributed Antenna System (ODAS) within New Seabury. We hope to have more clarity on the next steps in the next couple of months.

Q: Is there any possibility that the Club will offer a new membership tier starting in 2021 that includes the Athletic Club, pool, and beach but not tennis?

A: No, we don't have any plans to expand membership categories at this time.

Q: There are an increasing number of EV's in the community. Is it possible to install a couple of charging stations at both the Athletic Center and clubhouse?

A: This is something we had planned to do this year but fell through the cracks with the Pandemic. We will look into it again for next season.

Q: An increasing number of people are using golf carts in New Seabury. Would the Club be open to designating a couple of cart parking spots for at the main venues to encourage and expand usage in the community?

A: We will take a look at the idea during the off-season.

Q: There were a few more incidents of vandalism and kids partying in various places on campus this season. Is there any plan to hire any additional security to patrol areas where kids congregate?

A: In season the Club uses Three Sixty for security as well as Mashpee Police Officer details on the weekends. The Police Details are mainly stationed at The Lure and Cabana Club parking lot. We also installed a chain-link fence near the Cabana Club to try and keep people off the beach at night. We are also contemplating installing cameras and will start towing unauthorized vehicles to help cut down on these problems. Going forward we will press charges on people trespassing. It's also important to understand if the problems are being caused by member's kids, they are jeopardizing their membership.

Q: What is Club management's policy with respect to policing for compliance with COVID-19 Guidelines?

A: These are very challenging issues. Throughout the country, there are many interpretations of COVID safety best practices. The Club has published and continues to reinforce in our emails to the members the safety policies for the Club. The staff works hard to remind all members and guests of the need to comply with the Club's published safety recommendations. Ultimately our safety is everyone's responsibility.

Q: What are the consequences for people not adhering to the stated policy?

A: We have asked members to leave the beach and pool areas for not following our protocols. Everyone needs to take this seriously.

At the conclusion of the Q & A, Mr. McGrail and the Board reiterated their thanks to Mr. Card, his team, and the members for participating in the Annual Meeting.

There being no further business, a motion was made and seconded to adjourn the meeting at 4:30 p.m.

Respectfully submitted,
Sharon Bazarian
Secretary