



New Seabury Members Association Board of Managers

Minutes of New Seabury Board of Managers Meeting May 12, 2022 Location: New Seabury Country Club

The following are the minutes of the board meeting held on May 12, 2022. The Board Chair presided over the meeting.

Attending Board Members: Richard McGrail, Michael Bonacorso, Kathy Griffin-Mayo, Rick Russo, and Dave Tacelli.

Additional Attendees: Chris Card, Club President & CEO

Note: Motions/resolutions are in **bold red type**; Action Items are **highlighted in yellow**.

The meeting was called to order by Chair Richard McGrail at 6:00 pm. The first order of business was a review of the Board Minutes from the April 14, 2022 meeting. After a brief discussion, **a motion was made and seconded to accept the meeting minutes**. The minutes will be posted on the NSBOM website <https://nsbom.com/>.

Treasurer's Report

Richard McGrail reported that there were no expenditures during the month. The balance in the NSBOM account as of 04/31/22 is \$1716.36.

As discussed at the April meeting, the Board has an annual expense budget of approximately \$5000.00. Without new funds, the Board will not be able to meet its financial obligations for the remainder of the year. To address this issue a special committee including Kathy Griffin-Mayo, Doug McHale, Rick Russo, and Ralph Lepore, was established to workshop fundraising ideas. Richard presented a review of the options the committee explored.

The group discussed the usual fundraising events people are familiar with, raffles, auctions, and events. While an event would have the potential to raise most money, with limited Board funds and the timing required to organization an event, the group didn't feel it was a realistic option for this year. The idea of a raffle was also investigated. It requires limited investment, could be organized quickly, and could be something the group repeats each year to provide on-going financial support for Board operations. The idea of a 50-50 raffle where proceeds would be split with a local charity was also reviewed as a possible option. However, since we are not organized as a charitable organization, this type of fundraising was not seen as a viable option.

The recommendation of the committee was to send a simple email to the membership explaining the need for funds. The letter should explain that the organization always has been funded by the membership. The funds raised in 1998 and 2016 have carried us to this point. If the membership values the work of the Board, and believes it should continue its mission to represent the membership to management, additional funds are required to continue operations.

After a discussion of all the options, the Board agreed the direct appeal was the best option. Members agreed to submit their input for the funding letter to Richard who would draft the letter for review at the June meeting.



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A motion was made to accept the Treasurer's report. The motion was seconded and unanimously approved.

Communications Committee

Richard McGrail reviewed the 2022 Communication Plan and provided an update on the NSBOM's communications efforts since the April meeting. Email blasts from the Fitness and Beach Action Committees were circulated. Readership remains strong, with open rates in the 80% range.

The group also discussed the Board's plans and schedule for the new video updates. The first will be a five-minute video with Richard and Chris Card. It will be a "Welcome to 2022" with a few highlights on the upcoming season and some member questions. The goal is to post the first video the Friday before Memorial Day. The Golf Action Committee introducing the new handicap program, and the Food and Beverage Committee video with Peter are schedule to be taped in late May for early June release.

The videos will be created by the Club's IT team and hosted on the New Seabury YouTube site. The Board will develop a short cover email introducing each video which will include a link to the YouTube site.

Food & Beverage Committee

Rick Russo provided the Committee with the F&B update. The Lure will be expanding its menu to include a few "healthy choice" options. The 2022 plan also calls for the grill to be open every night, also with an expanded menu of offerings. He also has a date set for the F&B Action Committee videotaping with Peter and members of his team for later in the month. Questions from the 2021 Member Satisfaction Survey have been submitted to Peter and will be used as the framework for the video. The goal is to have it completed and to post the it in early June.

Chris Card told the Board that hiring for the season is going well, and they are on pace to be fully staffed this season. This will include the international hires they could not bring in last year because of the pandemic. Approximately thirty international employees will join the F&B team in June.

Golf Committee

Dave Tacelli provided the group with an update on the progress of the Golf Committee's April efforts. An email notice detailing the particulars of the Handicap Committee, the new cart tracking application that will monitor pace of play and cart traffic patterns on the course, has been drafted and will be communicated by the Club later in May. The Golf Committee has also set a date to do a video covering these topics with Jim Clay. The goal is to have the video completed and ready for circulation by the end of the month. A ride-along video with Kevin Taylor on golf course maintenance is also being discussed. Ideally, they would like to have it ready for distribution in early July.



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Tennis Committee

Kathy Mayo reported that there was a slight delay in the opening of the Racket facilities due to a labor problem with the vendor who handles the openings. All the courts are now open and ready for play. The Adult Drill & Play Clinics have started up and Cody and his team are preparing for the opening event of the 2022 season, the Memorial Day Kiwis Doubles Tennis Mixer on Saturday, May 28th. The Tennis and Pickleball Challenge Ladder events are scheduled to kick off at the end of the month, followed by the Junior Tennis Program on June 20th.

Kathy also reported that the name of the Board Tennis Committee, and the Committee Charter, has been updated to Racquet Committee to better reflect the current offerings now available at the Club as agreed at the April meeting.

Youth and Fitness Committee

Kathy Mayo reported The Athletic Center Café will open for the season on Memorial Day Weekend, featuring some new heart-healthy options. Wine down Wednesday will also be moving to the Athletic Center this season. The Athletic Club will host an Open House on Saturday, June 6th from 1:00 – 3:00 pm, so members can stop in to meet the new Fitness Staff.

The Committee also met with Scott Mullen, Assistant Director of Food & Beverage & Waterfront Supervisor, and Peter Brattander, Senior Director of Food & Beverage, to review the 2021 Member Satisfaction Survey results and discuss the 2022 Waterfront season. There have been 100 new umbrellas purchased and 150 new beach chairs, as well as new towels. There will be two supervisors overseeing the Waterfront Operation, and five new lifeguards have been hired to complement the staffing numbers.

Kathy also reported that the name of the Board Youth and Fitness Committee, and the Committee Charter, has been updated to Beach, Youth & Fitness Committee to better reflect the responsibilities of the committee.

Next Meeting Date

The next meeting will be held on June 9, 2022 at 6:00 pm.

A motion was made and seconded to adjourn the meeting at 7:30 pm with no further business.

Respectfully submitted,

Marliese Zafiropoulos
Secretary