

**New Seabury Club Members Associates, LLC
Board of Managers Meeting Minutes
November 8, 2018**

The Board Meeting on November 8, 2018 was called to order at 6:00 p.m. by Chairman Richard McGrail. In addition to Mr. McGrail Board members Mike Forbes, Mike Richardson, Sharon Bazarian, Rick Quinby, Bill Blaisdell, Mike Murphy were in attendance. Board members Kevin Kelly and Bill McCormack participated via teleconference. New Seabury President and General Manager Chris Card also participated in the meeting.

The first order of business was to review October 18, 2018 minutes. **After a brief discussion a motion was made to accept the NSBOM meeting minutes from October. The motion was seconded and unanimously approved.**

Treasurer's Report

Treasurer Mike Richardson reported that there were no expenditures during the month. The bank account cash balance at the beginning of November remained at **\$18,644.39**.

Mr. Richardson also provided an update on the renewal effort for the LLC's Directors and Officers Liability Insurance that expires at year end. Quotes from multiple agencies have been requested and are anticipated by months end. Current thinking is the estimates will be in line with last year, in the \$3700 - \$3800 range. Since the Board does not have a schedule meeting in December a motion was made to authorize Mr. Richardson to pay up to \$4000 for the insurance renewal.

The motion to authorize the insurance renewal seconded and unanimously approved.

The motion to accept the November 8, 2018 Treasures Report was seconded and unanimously approved.

2019 Membership Plan

Mr. McGrail lead a group discussion regarding the response from Club Management to the Boards input on the 2019 membership Plan and Rules and Regulation documents submitted earlier in the month. Disappointingly, only one of the four high impact items;

- No dues increase for the 2019 season
- Silver membership age requirement be reduced from 80 to 75 years of age.
- Membership privileges for children be extend up to 26 years old from age 22
- The ability to downgrade their membership if family circumstances, age or health warrant.

was incorporated into the 2019 plans. The Club agreed to extend full membership privileges for members children to age 26 which is a significant concession and enhancement to the members.

2018 Member Satisfaction Survey

Mr. McGrail provided the Board with an update on the status of the Member Survey. The Survey was circulated on October 29, 2018 to the 590 active member emails we have in our Constant Contact email list. Through November 7th, 226 members or approximately 40% of the list, had completed the survey. While it is an excellent response, it is running approximately 15% behind last year in activity to date. As we did last year, reminder emails will be sent weekly as well as a “last call” messages a day or two before the survey closes.

Overall the preliminary results reflect improved rating numbers across all categories. In addition to answering the rating questions, 110 members have provided comments. The general theme indicates members feel that the level of service and the quality of the food at the various venues has improve over the previous year but there is still room for improvement, particularly on the service front.

When the survey response period closes on November 26th, the results will be circulated to all Board members for their review and comment.

Club Management Update

Mr. Card joined the meeting at 7:00. Chris opened his remarks with an update on the open Director of Membership position. The Club has interviewed a number of very solid candidates and is targeting to have someone in the role around the first of the year. In the interim, Julie Quintero-Schulz will continue to handle Membership, in addition to her Marketing duties.

On the golf front, the Dunes Course renovations are basically complete with only a few clean up issues to be addressed in the early spring. Scott Nickerson and Chris are very pleased with the results and said they are on schedule to have the course opened for Memorial Day weekend.

The club is also actively recruiting golf staff. Assistant Pro Taylor Nickerson will be returning after spending the winter as an assistant at Rancho Laquita in California. Jim is also hoping to hire two additional Assistants and a Teaching Pro for the 2019 season. A professional Club Fitting program will also be offered next season.

Chris also said he had reviewed the Board Action Committee Charters and felt that they provided a well-defined approach for more effective results-oriented interaction between the Board and Club going forward. He will circulate and review the documents with is team. He will also name a point person for each Action Committee to work with by the end of the month.

Finally, Chris asked if the Board had any data that could be shared on the Member Satisfaction Survey. Richard McGrail shared the same preliminary data that had been discussed with the Board earlier in the meeting; mailing size, number of respondents to date, number of

comments, weekly reminders and closing date. It was also agreed that within a week of the survey close date the results will be forward to Chris who will circulate to his staff.

Based on the earlier approval of the Action Committee model, it was agreed that the Action Committees would review all comments in their respective areas of focus and be prepared to review results with their contact person on the New Seabury staff by the first week of December. Chris requested a two-week period for internal team review before the Action Committee/staff reviews commence. It was agreed that the Action Committee point person would reach out prior to the holidays to arrange a formal data review meeting. The goal is to review all data as well as develop list of 3-5 action items to address member concerns and or service/product enhancement. A process to distributing this information to membership will be worked out in Q1.

Q & A

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

- Richard McGrail asked if Chris could provide the Board with a status update on the proposed Clubhouse renovation project. Chris said the project was still in the planning and design phase but he was optimistic it would be moving forward. It will be a major renovation of the dining room and bar area. It will be a casual “cape cod” style environment. The Bar will be relocated in the middle of the existing dining bar areas. It will allow for more seating at the bar as well as provide There will also be about banquette seating, small table seating, throughout the area. and about 10 TVs in the new layout. All new windows and doors will be installed to improve the views. The design also includes and wrap around porch. Assuming it moves along according to plan, the work would be completed in time for and April/May completion.
- Mike Forbes reiterated to Chris the groups disappointment regarding the lack of an agreement to resolve three of the four major members issues in this year’s plan review process. While the Board appreciated the change to the child member age policy, the Silver and Downgrade issues are major concerns that we feel are negatively impacting the club. Chris said he understands the concerns are is committed to continuing to work to find a solution that is acceptable and mutually beneficial to all parties. In order to keep the ball rolling, it was agreed that a Board subcommittee would work with Chris and his team until an acceptable plan is developed. Richard McGrail will reach out to Chris after the holidays to develop timeline and next steps for the project.
- Sharon Bazarian asked Chris if the Club was considering a “member incentive plan” to support the recruitment of new members in 20129. There was a brief discussion regarding plans of a similar nature in the past not have much impact. However, the group consensus was with the new positive environment such a program might have a much better opportunity for success. Chris said he would investigate possible options when the new Membership Director was on board.

There being no additional questions, Mr. McGrail thanked Chris for his participation and he exited the meeting at 8:30 p.m.

The final item of the day was a discussion regarding Committee work over winter months. It was agreed that Survey data review with the Club should be concluded as soon as possible. Output from those meeting will be summarized and circulated via email to all Board members to make sure everyone on the Boards is aware of progress and be in a position to discuss matters with members as appropriate. Bill Blaisdell also agreed to update and circulate a draft of the 2019 Board Communication plan. The draft plan will provide placeholders for monthly email blasts from the various Action Committees.

There being no further business, a motion was made and seconded to adjourn the meeting at 9:00 p.m.

Respectfully submitted,
Sharon Bazarian
Secretary