

New Seabury Club Members Associates, LLC
Board of Managers Meeting Minutes
June 13, 2019

The Board Meeting on June 13, 2019 was called to order at 6:00 p.m. by Chairman Richard McGrail. In addition to Mr. McGrail, members Sharon Bazarian, Mike Murphy, Mike Forbes, Bill Blaisdell, Mike Richardson, Bill McCormack, and Rick Quinby were in attendance. New Seabury President and General Manager Chris Card and Director of Membership Bob Higgins also participated in the meeting.

The first order of business was to review May 9, 2019 minutes. **After a brief discussion a motion was made to accept the NSBOM meeting minutes from the May meeting. The motion was seconded and unanimously approved.**

Club Management Update

Chris Card and Bob Higgins joined the meeting at 6:15 p.m. Chris opened his remarks with an update on his teams work to promote Club and expand membership. He explained that they have been meeting and touring writers from various Golf, Wine, and Travel and Leisure magazine over the last few weeks. He felt all have been favorably impression and anticipated a number of members in the various periodicals in the coming months. He also mentioned that he did a radio interview on June 12, 2019 on station 99.9 South Shore Morning News promoting the new and improved New Seabury Club. Richard McGrail suggested the audio from the interview on the Club's and Boards website.

Chris went on to say that the Dunes Course Grand Opening on May 24th was a success. The Club will be provided a complementary luncheon to all participants followed by the formal ribbon cutting and finally a 1:00 p.m. shotgun for the first rounds on the course. Richard McGrail thanked Chris for including the Board in the Ribbon Cutting ceremony.

Chris also said that a Ribbon Cutting for the new 95 Shore restaurant will be held on June 13th. Invitations have been sent Mashpee town officials, the Mashpee Chamber, the Cape Cod Chamber, and the local press. He also requested that the Board have representation and participate in the ceremony. Richard McGrail again thanked Chris for including the Board and confirmed that we would participate in the event.

Bob Higgins reported that the Club has signed up 30 new members since the beginning of the year. They have a number of campaigns either running or schedule for the remainder of the year. He said he also expected some increased interested being generated as the various publications that have been visiting start to roll out their articles. Bob also mentioned that members are the best source of leads for new members and asked the Board to promote that idea to membership whenever possible.

Q & A

After their remarks, Chris and Bob responded to a couple of questions from the Board.

- Mike Forbes kicked off the discussion with an overview of comments he'd received regarding the upcoming Men's Bufflehead Men's golf tournament. Mike explained that members didn't understand that the plan called for both courses to be used in this year's event. Mike Murphy and Richard McGrail mentioned that they had also fielded calls from concerned members. The members have asked that both days be played on the Ocean Course. Chris said he was surprised by the reaction but agreed to take the issue up with Jim and work to find an acceptable solution.
- A suggestion was made that the Board could do a survey asking members whether they would be interested in integrating the Dunes course into the 2020 tournament schedule. After some discussion, it was agreed that the matter be taken up again when the Annual Member Satisfaction Survey was being put together in August.
- Mike Richardson mention to Bob that there are 18 villages in New Seabury and 6 associations. He offered to meet with Bob to discuss opportunities to promote club membership .
- Richard McGrail asked if construction of Phase 3 of the Cottages project was schedule for this year. Chris wasn't certain but agreed to follow up.

There being no further questions, Mr. McGrail thanked Chris and Bob for their participation and they exited the meeting at 7:10 p.m.

Treasurer's Report

Treasurer Mike Richardson reported that there had been two disbursements from the Associations account since the last meeting. A \$112.64 payment was made to reimburse Richard McGrail for the payment he made to GoDaddy for the NSBOM website domain name renewal. A check was also cut to Mike Richardson to reimburse for the Constant Contact contract renewal in the amount of \$624.84 that he paid on his personal credit card. The balance in the NSBOM account after these payments was \$13,518.52. No additional expenditures are anticipated in July.

A motion to accept the May 9, 2019 Treasurer's Report was made, seconded and unanimously approved.

2019 Communications Plan Update

Bill Blaisdell circulated an updated copy of the NSBOM 2019 Communication Plan and briefly reviewed activity since the last meeting.

Three e-mail blasts, including a Golf update with Jim Clay, a message about to two of our members, Harry Grosso and Drew Giacchetto, who qualified for the 2019 Massachusetts Amateur Golf Championship, and a call for 2019 NSBOM candidates were circulated. Two e-mails are scheduled for distribution in the coming month.

The Committee also finalized a one-page NSBOM Introduction Letter that management will include in their new member package, and the June/July submission for the New Seabury Newsletter.

Richard McGrail briefly discuss the solid reception the Board's correspondence has received since the beginning of the calendar year. On average 81% of our mailing list recipients are opening and reading our emails, with approximately 15% clicking through on imbedded links to our website. By any industry yardstick, this is tremendous performance.

Rick Quinby offered a suggestion to modify the NSBOM website to more clearly identify where the photos members are sharing are located. A simple name change, from "Community Corner" to "Community Photos" was recommended. After a brief discussion it was agreed to proceed with the recommended modification. Richard said he would make the changed immediately.

Nominating Committee Report

Sharon Bazarian provided the Board with an update on the Nominating Committees plans and progress. As previously reported the of Board members Bill Blaisdell, Bill McCormick, and Richard McGrail terms expire at the August Annual Meeting. Bill Blaisdell and Richard McGrail have decided to run for another three-year term. Bill McCormack as decided he will not stand for re-election.

The next step in the Committees process of selecting a slate of five candidates will be a "Call for Candidates" e-mail blast that will be circulated the week of June 17th. Member responses will be followed up on with a phone call and if appropriate a face to face interview. Sharon also reiterated that if Board members know members that may be interested in getting involved, they should encourage them to reach out to a member of the Nominating Committee as soon as possible.

The goal remains to present a final slate of candidates to the Board at the July meeting. The candidate bio's and voting information will then be posted on the NSBOM website and mailed to members with the New Seabury July billing statements. Members will be able to mail in their ballots and or bring their selections to the Annual Meeting. Based on the success of last year's election, we will also be using an E-balloting process again this year. Details on the voting process will included with the mailed ballots, posted on the NSBOM website and reinforced with a voting e-mail blast in early August.

Food & Beverage Committee Report

Mike Murphy confirmed that the new 95 Shore restaurant has certainly been a big hit. As might be expected, has already become a very popular destination. While there is priority seating for members reservations are fill up quickly. Because seating is limited, some members are having difficulty getting in. To help with the reservation process, the club is hiring a person to specifically focus on handling the bookings for all the restaurant venues on the property. The person should be in place by the middle of June.

Mike also reported that Pedro has asked us to remind members that the dress code at **95 Shore** is "Cape Cod Casual." Jeans are permitted, but must not have holes or be ripped. Cargo shorts, hats, t-shirts, tank tops, workout attire and halter tops are not permitted. Shorts are not permitted in the Round Room.

Tennis Committee Report

Sharon Bazarian provided an update on the Tennis front based on her communications with New Seabury Director of Tennis Cody Hunter, and Head Tennis Professional Lexi DeNucci.

To kick off the season, the Club will be introducing two new clinics this year, Rusty Racquets, and UTR Drill and Play. Rusty Racquets is designed for folks that have been away from the game or are just picking up the sport. The UTR Drill and Play is clinic is based on a fairly recent ranking system that all ranks tennis players. The system ranks players of all ages and levels on a 0-16 number scale. It's a way to increase the level of competitiveness while still keeping the clinic fun for all levels and ages.

A full tournament schedule is also planned, including a new Mixed Doubles Tournament and the Summer Singles Club Ladder. The Mixed Doubles Tournament will be for adults on Sunday, July 28th at 9:00am. The Summer Singles Club Ladder will be over the course of the entire summer.

The Tennis Club pro shop has also been renovated and will sell clothing embroidered with the New Seabury logo, as well as many new brands. In addition to Tennis clothing, the shop will also offer fitness wear.

There being no further business, a motion was made and seconded to adjourn the meeting at 7:58 p.m.

**Respectfully submitted,
Sharon Bazarian
Secretary**