

Statement from:

Doug Berman
Ex-Officio Golf & Greens Committee Member
HVLA Board President

Statement to:

The HVLA Golf & Green Committee – June 6, 2017
(To be included as a supplement to the minutes of this meeting)

Definition – “Ex Officio” [Latin, From office.] *By virtue of the characteristics inherent in the holding of a particular office without the need of specific authorization or appointment. The phrase **ex officio** refers to powers that, while not expressly conferred upon an official, are necessarily implied in the office.*

To the Golf & Green Committee Members:

As President of the HVLA Board of Directors I serve in an “ex-officio” capacity on all our Committees. “Ex-Officio” is defined above. It means that by virtue of my position as Board President I am considered a member of all committees. I am making this statement today in my “ex-officio” capacity as a member of the Golf & Greens Committee.

- I believe the golf course is an important and valuable amenity of this Community, and I want the golf course to always be a valued amenity of HVL.
- Since it is an amenity, I believe that it is reasonable that it should receive a subsidy, as do other amenities.
- That said, I do not believe the Golf Course Members should reasonably expect the Members of HVLA to write ever-increasing checks for the operation of the golf course when we have other amenities in ever-increasing disrepair and advanced stages of deterioration.

The Community Center is a very poignant case in point. To the shame of us all, that building has been allowed to deteriorate to the point where it has been red-tagged by the County of Lake - meaning the County has determined the Community Center to be unsafe for occupancy.

When people move in to this Community they have every right to believe all the common amenities will be properly maintained, not just some.

Accordingly, I come here today to the Golf & Green Committee, as you are representatives of the golf community in HVL, to ask that you show your support for the entire community by coming up with ideas to increase golf course revenues and reduce golf course expenses, and thereby reduce the subsidy required for the golf course. This will help free up funds for the amenities that have been so long neglected and in desperate need of attention. I think this is an entirely reasonable request to make of you.

The golf course and the restaurant are open to the public and are our only amenities with "significant variable revenue generating capacity".

What does "significant variable revenue generating ability mean"?

It means that unlike most of our amenities, both the golf course and the restaurant have the potential (if well run) to produce significantly increasing sales revenue, thus reducing the subsidy required from the Membership. Therefore, if more efficiently run, it is entirely possible that the golf course and restaurant can actually provide a better product, while simultaneously reducing the financial burden on the members of the community. This is a very worthy goal to aspire to.

The restaurant is a perfect case in point, and has done exactly as described above. It has simultaneously improved its product and its financial performance. There has been an increasing awareness in the community that the quality of the meals served have demonstrably improved along with the quality of the service. It is believed to be on the verge of becoming a break-even operation in the near future - and that is a great accomplishment.

The golf course however is a far more complex problem. Due to the costs and complexities of running a golf course I personally do not believe that the golf course will ever run at a break-even rate, nor can it reasonably be expected to do so. But I do believe it can be run far more efficiently than it is at present, and in so doing can make great strides in reducing the financial subsidy required from all the Members of this Community.

If there is an operative assumption that Members of HVLA will always be there to backstop and subsidize inefficiencies of operation, it will only guarantee the ongoing perpetuation of those inefficiencies, to the detriment of us all. We simply cannot afford that.

I believe the Golf & Greens Committee can play a very important role in leading the way to accomplish this worthy goal by suggesting ways to increase golf course revenues and decrease expenses. I think this is an entirely reasonable request to make of you. Doing so will send a powerful message of commitment from the golf community – to the entire HVLA Community as a whole.

I hope you will do so.

Sincerely,

Doug Berman
Ex-Officio Member of the Golf & Greens Committee
HVLA Board President
June 6, 2017