



YKGC Board of Director's Meeting Minutes

Tuesday, February 26, 2019

1. Call to Order – 5:45PM

Attendance

Present – Shaun Morris, Hughie Graham, Jenni Bruce, Clem Hand, Justin Bailey, Matthew Bannister, Damien Healy, John Nahanni, Matthew Gray

Regrets – Meredith Wilson, Winter Bailey

Absent – none

2. Approval of Agenda – M: Hughie, S: Jenni

3. Approval of Minutes – M: Hughie, S: Justin

4. President's Report – Verbal report given. Not a lot to report, most is covered in the GM's report.

5. Treasurer's Report – Verbal Report given. Draft financial presented for 2018. Overall revenue is up and expenses are down so a good year. The net is estimated to be around \$15K once all adjustments are made. Account balances: Op account \$9141, Capital account \$14357, GIC \$5000. Discussion on what GIC is for. **Action: Shaun will look into history of GIC so board can decide whether to cash it in and move it to the Capital account.**

6. General Manager's Report - See attached. Approved – M: Jenni, S: John

Action – The entire board has been asked to come up with membership incentives for discussion at the next board meeting.

7. Old Business

- a. 2019 Clubhouse RFP Update – Steve Dinham with Stake has been awarded the F & B operations for the 2019 season. Matty is waiting on signed document to finalize and will follow up with Steve.

- b. 2019 City Grant Application – No response received to date. The deadline was extended to end of March. Matty is confident we will be awarded the funds.
- c. Approval of May 8th Board Meeting Minutes – M: Hughie, S: Justin
- d. Replacement Board member – no communication was received. Tabled until something is received or the Spring Meeting, whichever comes first.
- e. 18th Hole Water Hazard Liner – no progress since last meeting. No responses from email.
Action: Damien & Matty to coordinate follow up with some in person visits as well as look for quotes.
- f. Garbage Cans – Paul Bros, Aurora Ford Hay River and Kavanaugh have all been identified as vendors. Matty is waiting on quote from Paul Bros. Once received, the board can decide on next steps, how many can be budgeted/year and locations etc.

8. Committee Reports

Grounds and Maintenance – Damien Healy – cabins previously discussed were bought so no longer an option. Will be organizing a spring clean up prior to course opening and finish the burn behind 8th tee box. Received a quote from Signed to set up and number parking spots in private cart area and want to construct and assign spots. Discussion on offering discounts to volunteers who help with clean up.

Golf Course Development – Justin Bailey – nothing to report

Volunteers – Meredith Wilson – absent

Tournaments – Clem Hand – discussion on RBC Scramble, has the potential to be the strongest tournament draw at the course **Action: Matty & Clem to formalize next steps, dates & times for tournament. Date is believed to be July 20th, 2019.**

Midnight Tournament – Hughie Graham – first meeting of the year is February 27th with Canadian North. Looking for other opportunities for sponsorship depending on how much Canadian North can offer. May be challenges on F & B costs now that it is contracted out.

Membership and Clubhouse Services – Jenni Bruce – Clubhouse will be painted in April prior to season start

Rules and Handicaps – John Nahanni – is gathering new rules and will send out a draft. It was identified that the committee still needs to discuss the multiple mat issue presented at the AGM. Discussion on putting in a local rule regarding balls bouncing off of rocks surrounding aprons. **Action: Committee to present a summary of new rules as well as a decision on playing with multiple mats in a round. Also to present a possible rule regarding balls bouncing off of rocks.**

Sales and Marketing – Winter Haley – absent.

HR & Safety – Adhoc (not required at this time)

9. New Business –

- a. Bookkeeper – Discussion on current bookkeeper.

Motion: To keep Avery Cooper as the YKGC Bookkeeper for the 2019 fiscal year. M: Jenni, S: John

- b. DT Electric Proposal – DT Electric has proposed to test run a solar powered golf cart with DT Electric logo at the course and park it there. The board does not agree as there are too many concerns around membership opinions of private carts/waiting list and free advertising at the course.

10. Next Meeting – Tuesday, March 26, 2019 at 5:30pm – 7:00pm. Location 104 Wilkinson.

11. Adjournment - Clem – 7:13pm

Outstanding Action Items:

- **Winter will connect with Hughie and Matty to get proposal sheet done for grants**
- **Jenni will look at bylaws and propose amendments prior to the Spring Meeting cut off.**
- **Jenni will try to put together an orientation binder for new board members**
- **Hughie to head an Adhoc committee to look into private carts and the wait list. John, Shaun and Winter will assist.**

Attached Reports

General Managers Report

February 26th 2019

Pro-Shop –

Not a lot to report on for the Pro-Shop, still working on getting all the order confirmations from the different companies we ordered from in October.

Staff have started to be hired for the Pro-Shop, I had a Job posting out on the Alberta, Canadian & New Zealand PGA website for an Assistant Professional for the 2019 season. Unfortunately this has been unsuccessful as of now.

I have been able to secure River Sleno for the 2019 season, River worked for us last year and worked out really well for the YKGC. Happy to have River coming back for 2019.

River's cousin has also been offered a position at the Yellowknife GC, he will be either on Grounds & Maintenance or in the Pro-Shop for the season.

Cole will be returning to the Yellowknife GC, Cole has informed me that he has commitments that will limit his availability to the Yellowknife GC this summer. At this point I am unsure of how many hours/days we will have Coles services for each week but will still have Cole for his coaching service for the membership and Juniors.

Corporate Tournaments –

Tournaments have started being booked and confirmed for the season, Hub International being the first of the large Corporate Tournaments start on May 31st.

This year I would like to move Corporate starting times from 12:00pm to 1:00pm, this will allow members to get 18-Holes in before the event starts. As well, it may make it easier for players to work half a day before playing the corporate tournament. This will hopefully increase the number of players attending the events = more cart sales, green-fees and merchandise sold.

I would also like to explore the pricing of corporate green-fees for the day, and potentially look to change this from per-person green-fee to a "course rental fee". This fee would be based on a set number of green-fee players per event.

Example; Numbers can be reviewed and changed.

18-Hole Tournament - \$3,000.00 (5hrs of course use)

9-Hole Tournament - \$1,500.00 (3hrs of 9-hole use)

This structure will eliminate the tournaments that have 100+ players and the GC only gets paid for 40 green-fees due to being mostly members. Also will provide event organizers with a clear amount to budget for.

Advertising & Sponsorships –

Currently working on different options for advertising at the Yellowknife GC, currently we have the following available

-GPS Advertising	- \$999.95	Per Year
-Side Decals of Power-Carts	- \$2995.95	Per Year for 9 Carts (needs to be reviewed)
-Tee-Box Hole Signs	- \$999.95	Per Year, \$2k for 3-Years
-Bench Sponsorship	- \$300.00	Per Year

My goal for 2019 is to sell \$20,000.00 worth of Golf Course advertising, through all these advertising streams. If anyone has some ideas of different advertising opportunities, I am all ears.

The last few years, we have missed out on having tournament sponsorships, I would like to start to build relationships with local business's to get back some sponsorship for our club tournaments and work with Clem to build our events back up and grow the interest in tournament golf.

Thank you, and see you all early April.

Matthew Gray

General Manager

Yellowknife GC