



## Meeting Minutes

April 11, 2017

*Present:* Shaun Morris, Joan Hirons, Deborah Ross, Hughie Graham, John Nahanni, Geno Holick, Jenni Bruce, Matt Gray, Euan McLean, Dominic Cousineau

*Regrets:* Andy Couvrette, Meredith Wilson,

*Location:* Second Floor Boardroom, Coast Fraser Towers

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### I. Meeting began at 5.40pm

- A quorum was present

### II. Approval of Agenda: Moved by Jenni, S: Deborah. Carried

### III. Approval of Minutes

- **Approval** of minutes of February 7<sup>th</sup>, as amended, Moved by Hughie, second: Deb, carried

### IV President's report Shaun Report attached

- **Motion:** to accept report: Moved by Hughie, second: John. Carried.

### V Treasurer's report Jenni. No report at this time.

### VI General Manager's report: Matt Report attached

Various items in the report were discussed.

Matt said that the door for the range machine has been sent out for conversion to the electronic system.

- **Motion:** to accept report: Moved by Jenni, second: Deb. Carried

### VII. Old business

- a. Break-in: we lost 3 wedges, which will be written off as loss
- b. Equipment for Midnight tournament: tent, table and chairs have been reserved already, from same company as last year.
- c. Fuel Vault and Tidy Tanks Quote: having heard nothing to date, we shall get them ourselves
- d. Inventory lists for Club Equipment: we need to make inventory and check lists of equipment to ensure proper winter storage
- e. PPE policy for maintenance staff: Shaun will write up policy, and search out high-visibility equipment for maintenance staff

- f. Government Funding Applications:
- No GNWT funding this year
  - The \$10,000.00 City grant will be used towards repairing tee boxes
  - This year, our focus will be on making money, rather than spending it.
  - There was a discussion about size and style of tee boxes
- g. Board Training: Jenni reported that she has found someone to deliver the training. She will get a quote to take to MACA to apply for funding.

## VIII **Committee Reports**

- a. Rules and Handicaps: Euan
- Euan reported that there are some new rules this year. He will send out information about them in advance of their implementation
- b. Tournaments: John and Dominic
- John and Dominic will meet to plan the Midnight and other tournaments
  - The plan is to switch the Scramble to 6.00pm on the Friday evening and play a championship round at noon during the Midnight tournament. This will improve timing, cart availability etc.
  - Adam Grove from Discovery Channel's Cash Cab will be the MC for the opening ceremonies and playing at midnight
  - Canadian North is offering the same sponsorship as last year.
  - John and Dominic will meet with Matt to discuss strategies to make Matchplay more popular
- c. Grounds and Maintenance Geno
- Nothing new since discussion and priorities set at Capital planning meeting, Clean-up is necessary.
- d. Government Relations Hughie and Jenni
- The GNWT has cited fiscal restraint as reasons for refusal of grant applications
- e. Human Resources: Deborah
- Deb passed round copies of the proposed code of conduct for members to review. Comments to be received by April 21<sup>st</sup>.
- f. Marketing, communications, sponsorships Shaun, Jenni, Meredith and Dominic
- Kellett is designing a marketing package for us. It will be used to attract sponsors.
- g. Capital Committee: Jenni
- This year we need to make money, not spend it.
- h. Volunteers: Joan and Meredith
- Nothing yet
- i. Safety Committee: Shaun and Deborah
- Safety procedures manual needs to be created.

**IX New Business**

- a. Andy Couvrette's resignation: Shaun announced that he had received a letter of resignation from Andy. Our options were discussed.

**Motion:** that Andy's seat on the Board be left vacant until the AGM. Moved by: Deb, second: John. Carried

- b. Membership options: Matt gave the rationale behind his suggested League Night Membership (see General Manager's report)  
Motion to approve League Night membership level: Moved by: John, second: Deb. Carried

Matt also explained his proposal for an Irrigation Levy, to be paid by all members including Lifetime members and Board members. The irrigation system cost \$64,000.00 to install last year, and we need to recoup some of this cost.

**Motion:** that a levy of \$50.00 for regular members, \$25.00 for Juniors, seniors, social and league night members, \$0.50 per 9 holes and \$1.00 for 18 hole green fees, be introduced for the 2017 season. Moved by Deb, second: Jenni. Carried.

It was noted that membership fees have not been increased for at least 8 years.

- X. **Next meeting:** Board meeting: May 27<sup>th</sup> 1.00pm in the Clubhouse  
Spring meeting: May 27<sup>th</sup> 3.00pm

- XI **Adjournment:** Moved by Joan at 7.22pm.

## Yellowknife Golf Club

Box 388 Yellowknife, NT X1A 2N3

[www.yellowknifegolf.com](http://www.yellowknifegolf.com)

phone: (867) 873-4326 fax: (867) 873-4326

April 11, 2017

Presidents Report

April Board of Directors Meeting

Key items since last meeting:

- The sale of gift cards over Christmas and Valentine's Day was quite successful, the only downside is that the maximum each card is \$250. For example an adult membership requires three cards (2x \$250 and 1x \$35). We will continue to offer the Gift Cards, but will also offer Gift Certificates for Memberships next winter.
- For the third year in a row we will be having a booth at the Yellowknife Chamber of Commerce Spring Trade Show. We do not have as much inventory left over as we did the last couple years, but our presence at the show will allow us to be visible early in the season for future members. With this year being Canada's 150<sup>th</sup> Birthday, we will be joining the celebration with the rest of the country. Our tradeshow give away will be 150 Rounds of Junior Golf that include the Junior Green Fees, Club Rentals and 50% off Power Cart Rental if accompanied by an Adult.
- Continuing with the Canada 150 theme, we are looking at having Pin Flags made for this season that will celebrate Canada's birthday. We will also have extra flags made and we are trying to get them autographed by Canadian Golfers such as Mike Weir, Graham DeLaet, Mackenzie Hughes, Adam Hadwin and Brooke Henderson. These autographed flags would be used as silent auction items and other fundraising initiatives.
- Also along the Canada 150 theme, we will be hosting the ParticipAction 150 Play List at the Canadian North Midnight Classic. I am sure most of you, with the exception of Matt, will remember Body Break with Hal and Joanne on TV when we were younger. ParticipAction's focus has always been to promote healthy living and physical fitness. At the Midnight Classic they will be setting up an area that includes a registration trailer, decorated Chevy Suburban as well as four Partner Activation Stations that people will be able to do hands on demonstrations of activities such as kayaking, cycling, hockey, football, surfing, tennis, stick pull and field hockey.

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- Matt and I are in the process of getting designs for new scorecards. The new design will be a single fold style and have larger areas for entering scores and easier to read yardages, holes and handicaps. We will also be adding the Local Rule that was approved at the 2014 AGM regarding using the mat on the apron at all times (Local Rule L2-3).
- Unfortunately last night I received an email from Andy Couvrette stating that he is resigning from the Board of Directors as he is unable to devote the time necessary to be an effective Director. Andy's history and years of dedication to the Yellowknife Golf Club will be missed. I would like to be the first to thank Andy for his dedication and commitment over the years.



Shaun Morris  
President, Yellowknife Golf Club



YELLOWKNIFE G.C.  
EST. 1948



# YELLOWKNIFE GOLF CLUB

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General Managers Report

April 11<sup>th</sup> 2017

I'm back! It's been a great offseason for myself filled with travelling with my partner but I am happy to be back to Yellowknife and back into the swing of working.

Over the offseason I was able to make a large dent in my NCCP Level 3 coaching course which I intend on completing this summer. NCCP Level 3 is the new certification required to coach at national events such as Canada Summer Game where I will be coaching the Golf NT Team at in August. Currently there are less than 15 Canadians with this qualification, so it will be nice to have and display that Yellowknife GC has a NCCP Level 3 certified coach.

I am feeling good about the 2017 season and getting the course up and running. With the amount of progress we have made over the past 3 years on Grounds & Maintenance we should see the benefits this year of the irrigation system.

## Pro-Shop

As of right now we will have Cole & Tye returning to work the Pro-Shop. As Cole enters his 16<sup>th</sup> season at the Yellowknife GC he will be taking more responsibility for operations. Cole will have the roll of Clubhouse Supervisor as well as Pro-Shop Supervisor. This is a great opportunity for Cole to develop his management skills now that he completed his Class A with the PGA of Canada.

We will be going through the hiring process for another full-time staff member as well as a part-time staff member.

Inventory has slowly started moving into the shop and more is expected over the next couple weeks. For the 2017 season, we have gone a little heavier on clothing due to nearly selling out of clothing in 2016. Clothing has the largest profit margin in merchandise sales should result in a profitable season.

The major bands we will be stocking in the Shop are as follows:

- **Major Hardware** - Taylormade Golf, PING Golf, Cobra Golf and Titleist
- **Clothing Brands** - Oakley, Adidas Golf, Puma Golf, SunIce, Antiqua and Cutter&Buck
- **Golf Balls** - Taylormade Golf, Bridgestone and Titleist

This season we have also purchased a SkyTrak Launch Monitor that will assist us in club fittings, lessons and equipment sales. We will have a Ball Fitting day early in the season using the Skytrak. This will fit people with the proper ball based on their swing speeds. I am confident that the SkyTrak will assist the Yellowknife GC in sales and that the right merchandise gets to members/guests.

Over the weekend, I spent some time painting the window/door trims as well as the front counter which has given the shop a much needed up-life. We will also be installing new lighting



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the weekend of the 22/23<sup>rd</sup>. The new more efficient lights will save us money by reducing the amount of energy used and will actually be WORKING!!!

## Grounds & Maintenance

Currently I have no staff hired for this season. I have been in talks with Terry who has worked the last few seasons. Terry is currently working for Premium Homes but is interested in watering Monday-Friday before work on a 6am-8am schedule. This will allow us to have all grounds and maintenance staff focusing on the important parts of the course of green maintenance, cup repairs (waiting to replace/repair 18-cups this season) sprinkler maintenance etc.

If you know of any students looking for summer work please get them to contact me via email.

## Clubhouse

At this point I have Richard Shushack returning for the season. Richard was with us last year for the entire season and has been working at Dancing Moose café throughout the winter months.

In discussions with Richard over the summer I expressed my interest in providing better quality sandwich options with a sandwich grill, for the likes of panini's, breakfast sandwich, grilled sandwiches/wraps. Richard loves the idea and had similar thoughts on the matter. My thinking behind going this way is to accommodate guests over lunch whereby they don't have enough time to order/eat and get back to work. This will also able us to have more hot food options when the kitchen is closed and help reduce some kitchen staffed hours/wages.

I would like to look to get the bathrooms spruced up this season, fresh paint, repair peeling paint etc. I think we could swing a deal with Ash the owner of In-Line painting that would include a membership to reduce the cost.

## Buying Show

The Alberta Buying show was successful as we were able to tap into some great deals on clothing options such as "buy 24 pieces get 12 free" kind of thing. Deals like these help reduce overall inventory costs and allow larger profit margins. At the same time the Yellowknife Golf Club can build relationships with large companies.



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## Membership Options

I am always looking to find ways to build the membership numbers and encourage more golfers to the Yellowknife GC. With the numbers of ladies we have on league nights that aren't members, I think we need to figure out how to get them into our membership category. I have an option below to consider (prices not set in stone and open for adjustment).

This year we have 18 weeks available for Men's / Ladies league. If one was to play in every week as a non-member, they would spend \$432.00 on green-fees. Although it's highly unlikely one would play all 18-weeks and not be a member, I'm sure there are some that play upwards of 12-14 weeks a season as a non-member.

If the Yellowknife GC was to offer a league membership for the 2017 season and base it on 12-13 weeks priced accordingly, we may be able to grow our membership. See below my thinking for this membership category.

League Night Membership - **\$299.99** (price may be set a little low)

Membership includes:

- Free Green-fees on all league nights
- Member Discounts on power-carts
- Member Discounts on merchandise season wide
- Golf Canada membership for 2017
- Discounted green-fee's any other day of the week for 2017 season
  - \$25.00 for 18-holes
  - \$15.00 for 9-holes
- Enter into club tournaments as a Yellowknife GC Member.

This membership would be available to both Men's & Ladies league.

I feel we should also look at introducing an irrigation system levy to help recover the costs of the irrigation system installed in 2016, at a price of \$50.00 per adult full paying member and \$25.00 for juniors, league members & social membership. Life members are not excluded from this fee and are required to pay this fee at time of membership set up.

I am back in the shop pretty well 7-days a week at the moment. Feel free to bring me coffee and discuss any concerns or thoughts you have moving into the golf season. Give me a call before to insure that I am there at 445-1681

Looking forward to another great summer.

Matthew Gray