

Santa Barbara Men's Golf Club
MONTHLY BOARD MEETING

November 15, 2011
6:00 PM

Present: Greg Bristol, Biff Copeland, Matt Free, Rick Padilla, Bill Rupp, LeRoy Villa,
Absent: Mike Kullick, Tom Mitchell, Dominic Namnath, Rich Barker

Minutes of the Previous Meeting

MOTION: Approval of minutes of 10/11/11 Board Meeting (Padilla, Bristol; unaniously)

Discussions and Actions

• **2012 Club Tournament Schedule**

DISCUSSION: A draft of the club's 2012 Tournament Schedule, as developed by Free and Villa, was presented and discussed. A number of changes from previous years were suggested in an effort to bring more variety and improve interest in participation. They include:

- A "4 club and throw combo" tournament (in February)
- A "2-Man shark shootout" (pick your own partner) in March
- A Member/Guest tournament with a shotgun start in March
- A "4-Man Shamble" in which the Pro Shop picks the teams in August
- A 4-Day Match Play tournament in August/September

The Schedule will also include many of the old favorite formats including

- Tournaments on both Sunday and Monday each month
- Six individual tournaments
- City championship warm-up
- Front-nine / Back-nine
- November turkey shoot
- Match play against the Paisanos

MOTION: The Board will adopt the Tournament Schedule as proposed (Copeland, Padilla; passed unaniously)

DISCUSSION: Potential changes in the 2012 President's Cup were discussed. This discussion will continue at the next meeting.

• **Election for Board of Directors**

DISCUSSION: The election for next years Board members is set to open with electronic ballots being sent out on 11/18 and paper ballots to members without e-mail addresses following shortly thereafter. The date for the closing of the election needs to be set.

MOTION: Ballots for Board membership will be accepted until Friday, December 9 at 5:00 pm at which time the election will close.

DISCUSSION: The issue was raised as to who would count the election ballots. Specifically, concern was expressed that no candidate who is on the ballot should take any part in the receipt, handling or counting of the ballots.

MOTION: The Board will welcome Chris Talerico's offer to receive the ballots and count the votes. For electronic ballots, WebMaster Chris Ackler will give Talerico the results for his verification. All paper ballots will be mailed directly to Talerico at the Pro Shop. (Copeland, Bristol, passed unanimous)

Discussions and Actions

- Membership – Bill Rupp
Both new and renewal memberships are being received. All members are reminded that Club membership fees will increase by \$10.00 if you wait to renew until after December 29.
Newest “Money List” and “Knuth Points List” have been computed and are available in via the club's electronic Newsletter (see below)
- Newsletter – Biff Copeland
A new e-mail campaign was initiated On Oct. 7 which allowed us to examine, and thus improve, the effectiveness of the Club's efforts to communicate with its members. The initial findings indicate that our communication has been poor. These findings include:
 - Of the 339 members in the club, we did not have e-mail addresses for 31.
Conclusion: Some members may not want to receive news of the Club but other members, who may want to, have not received it for some time. We need to verify that we have e-mail addresses of ALL members who wish to receive Club news.
 - Of the e-mail addresses for the 308 members that we had, 25 (over 9%) were bad, resulting in the e-mail being returned (bouncing) and the members going uninformed about Club activities.
Conclusion: 25 members who want to receive Club news have not been receiving it for a long time. We need to correct all non-functioning e-mail addresses and reduce the “bounce-rate” to zero.
 - Of the 283 members who received an e-mail concerning Club news, only 88 members actually opened it!
Conclusion: The vast majority of our members do not value the information they think will be in the e-mail and thus do not bother to open it. This is the most troubling finding of all. The Board's goal of increasing participation in Club events cannot be achieved if the members do not feel interested enough to open an e-mail and find out what those events are. We are open to suggestions for improving the “open-rate” but are undertaking to efforts now: 1) Increase the value of the information in the e-mail so that, when they do go to the effort to open it, the members will

be rewarded with information that is actually valuable to them, 2) change the "Subject Line" of the e-mail so that members' interest as to the contents of the e-mail is heightened.

- Golf Advisory Council – Dominic Namnath
(Report will be made available in the Club Newsletter)
- SCGA – Greg Bristol
Greg announced that Karma Lama and Lennie Kwock will be representing our Club in the SCGA Tournament of Club Champions and Tournament of Club Senior Champions respectively.
Bristol also repeated various events and offers that SCGA is making available via its website. Members are encouraged to check these out at:
<http://www.scga.org/>

Meeting Adjourned:

Respectfully submitted

Biff Copeland