

Santa Barbara Men's Golf Club
MONTHLY BOARD MEETING

July 12, 2011
6:00 PM

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

Absent: none

Board Actions:

1. Approval of the May 10, 2011 Minutes (Mitchell, Villa; Unanimous)
2. ISSUE: How successful was the "Golf Appreciation Day" conducted at the course on June 11, 2011?
DISCUSSION: The City's goals were 1) To express appreciation to the local golfers who persisted in play during the trying renovations of the recent past, and 2) To increase play on the course. The City's appreciation was appreciated by many local golfers but it will be difficult to determine, in the near run, if the day served to increase play. Nevertheless, these efforts must be seen in the wider context of the City's and the Course's overall efforts to promote play. Some events didn't appear to be properly organized, e.g., the putting contest. Other events may have been quite successful, e.g., R. Chavez' golf clinic. As pertains to our own Men's Club, three new members to the Club were signed up on the day. The Board wishes to acknowledge the help of members Bob Mueller, Jim Langley, Bob Swinder and Steve Montross who volunteered their time to make this event a success.
MOTION: The Men's Club Golf Advisory Council (GAC) Representative is asked to recommend to the GAC that, in the future, when golf course quality is significantly degraded for any reason (e.g., construction, creek restoration, green deficiencies) that green fees be temporarily lowered. (Villa, Bristol; Passed 6 yes, 2 no)
3. ISSUE: When should the annual Member/Guest tournament be held?
DISCUSSION: It was pointed out that the previously scheduled date for this tournament had to be canceled because of the lack of sign-ups and the deficient nature of the greens.
MOTION: The tournament will be tentatively scheduled for the Saturday before the fall punching of the greens is scheduled to occur. (Padilla, Free; Passed, 7 yes, 1 no)
4. ISSUE: How can we increase both membership in the Club and members' participation in the Club's tournaments?

DISCUSSION: A number of ideas were put forth, including creating a “super tournament” to which are invited the 36 members who accumulated the most “participation points” in tournaments through the year.

MOTION: A subcommittee will be appointed by the President to investigate what other of the area’s more successful men’s golf clubs are doing that accounts for their success. The subcommittee is directed to report its findings back to the Board at its August meeting. (Copeland, Bristol; Passed unanimously)

ACTION: The President immediately appointed Copeland, Mitchell, Namnath and Padilla to serve on this subcommittee.

DISCUSSION: Can we use the Men’s Club mailing list to send out information about Club activities to membership? LeRoy is hesitant to make such use of the list because members might think it violates their privacy.

MOTION: We will add to the 2012 Club membership application form a box that will allow members to “opt out” of receiving Club information. We will then use the mailing list for any and all Club-related communications. We will, however, persist with the policy that limits use of the Club’s e-mail list to business related to the Club. It will not be provided to other entities for other purposes. (Mitchell, Padilla; Passed unanimously.)

5. ISSUE: We seem to be planning activities, or changing previously made plans, on a month-to-month basis. This may be creating uncertainty in members’ minds and thus may account for lower-than-desired participation.

MOTION: In the next month, the President will establish a long-range-planning committee, made up both of current Board members and other Club members, which will be charged to create and bring to the Board for approval a cohesive plan Club events for the 2012 year. (Mitchell, Free; Passed unanimously)

6. ISSUE: As a Board and as members of the Club, we don’t share a vision or a mission for the Club that could guide the Board’s planning.

MOTION: In the next month, the President will establish a vision/mission committee, made up both of current Board members and other Club members, which will be charged to create and bring to the Board for approval a cohesive mission/vision statement for the Club. (Mitchell, Free; Passed unanimously)

Discussions/Reports:

- Financial Report – Tom Mitchell
(See attachment A)
- Membership – Bill Rupp

Bill is investigating the possibility of modifying our use of the Knuth Tournament Point System to take advantage of our recent experiences with it. He will report on this at the August Board meeting.

Bill has also been interested in “sleuthing out” what might be happening to members who drop their membership with us. Thus far, he has been able to look at 112 people on last year’s membership list. He found that 26 of the 112 players are no longer members of the club. Of these 26 players:

- a) 19 did not play the course from January to April;
- b) of the 7 who did play the course, their total rounds were 1, 10 (belongs to La Purisima but mostly plays SB Golf Club), 3, 3, 10, 3 and 8 (the other 6 players are not members of a club);
- c) of the 19 who did not play SB Golf Club, one player belongs to Glen Annie but did have 2 score postings for SB Golf Club, one player belongs to Olivas and River Ridge, and one player belongs to Sandpiper and plays Sandpiper and Rancho.

- Newsletter – Biff Copeland
Members are urged to browse the new on-line Men’s Club Newsletter to find helpful information about tournaments and other issues of interest to golfers. The Newsletter is on line at:
<http://web.me.com/copelandsb/SBMensClub>
- Golf Advisory Council – Dominic Namnath
DISCUSSION: The need to make the GAC aware of Club member’s concerns about the deficient quality of the course greens and sand traps was discussed.
A report about the GAC activities will be submitted after its next meeting and published in the Club Newsletter.
- SCGA – Greg Bristol
SCGA recognizes three “types” of local golf clubs. Our Club is Type 1. Type 3 clubs are internet based with no geographical identification. A question has been raised as to whether a recent growth of Type 3 clubs has siphoned off membership from Type 1 clubs such as ours. They are investigating.

A number of “member outings” have been scheduled by the SCGA in our area. These give substantial savings to members who want to play “upper end” clubs at reduced cost. Members are encouraged to check the SCGA website for details: <http://www.scga.org/memberoutings.aspx>

Meeting Adjourned: 7:57 (Padilla, Bristol – Unanimous)

Respectfully submitted

Biff Copeland, Secretary

Appendix A

**Santa Barbara Men's Golf Club
Budget Status July 11, 2011**

Category	Budget	July 1	% Budget
Income			
Dues	\$25,500	6,945	39%
Fines	50	0	0%
Tournaments	2,500	0	0%
Team Play	2,100	3,075	146%
Interest	20	5.17	26%
Banquet	1,400	0	0%
Total Income	\$31,750	10,024.17	41.2%
Expenses			
Accounting	1,500	750.00	50%
Handicap	1,500	750.00	50%
Tournament Coordinator	2,100	1,050.00	50%
Records/Newsletter	1,500	500.00	33%
Telephone	450	132.72	29.5%
Board Meetings	2,100	1,050.71	50.0%
Prize Money	7,030	2,040.00	29.0%
Postage	250	0	0%
Supplies	800	365.41	45.7%
SCGA Dues	9,000	9,810.00	109%
Travel	200	0	0%
Banquet	1,900	2,492.00	131%
Team Play	2,000	3,541.00	177%
Miscellaneous	1,520	802.27	52.8%
Total Expense	\$31,750	23,284.11	
	Jan 1	July 1	
Bank Balance	30,509.84	17,249.90	

