



HOBBIT'S GLEN AND FAIRWAY HILLS
GOLF ADVISORY COMMITTEE MINUTES (FINAL)
 July 11th, 2017
 Hobbit's Glen Golf Club Conference Room
 7pm meeting begins

Attendance

	David Hand	x	Keith Heilveil		Jeff Gasiorowski
x	Tara Coates		Ethan Wasil		Lew Shipp
x	Beth Leaman		Buck Hartley	x	Bill Harris
		x	Marco De Palma		Debbie Drown
					Lou McClay
	Troy Fitzgerald		Bill Duncan		Madeline Butler
	Doug Grossman	x	Lina Liebhold	x	Jim Burrows
x	Nick Mooneyhan- Staff	x	Joan Lovelace- Staff	x	Don Van Deusen- Staff
x	Dan Burns- Staff	x	Brett Bartek- Staff	x	Lorraine Seelaus - Staff
x	Anish Manrai - Staff	x	Shaun O'Connor - Staff	x	Patrick Mather - Staff

Time	Topic	Discussion/Action
7:00pm (10 mins)	Introduction - KEITH HEILVEIL <ul style="list-style-type: none"> Review Agenda 04/04/17 Minutes & Action Items 	<ul style="list-style-type: none"> ➤ Meeting called to order @ 7:00pm ➤ Previous meeting minutes approved ➤ Current meeting agenda approved ➤ Introduced Shaun O'Connor - Hobbits Glen Assistant Superintendent
7:10pm (20 mins)	Role of the Golf Advisory Committee - NICK/JOAN/KEITH <ul style="list-style-type: none"> Committee Charter Roles and Responsibilities 	<ul style="list-style-type: none"> ➤ Golf Advisory Committee Mission: <ul style="list-style-type: none"> ○ Provide input on CA's golf operations/programs/maintenance activities ○ Serve as liaisons between membership and CA S&F management ➤ Golf Advisory Committee Goals: <ul style="list-style-type: none"> ○ Inform CA of community matters & opportunities relating to golf operations ○ Assist in disseminating relevant information to CA's golf members ➤ Golf Advisory Committee Duties: <ul style="list-style-type: none"> ○ Attend and actively participate in quarterly & special meetings <ul style="list-style-type: none"> ■ Course ride-alongs now introduced as well ○ Make policy recommendations but does not possess policy-making authority ○ Provide testimony during budget process if



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		<p style="text-align: center;">requesting additional funds</p> <ul style="list-style-type: none"> ➤ Golf Advisory Committee Meetings: <ul style="list-style-type: none"> ○ Regular meetings held quarterly <ul style="list-style-type: none"> ■ Open to public, unless closed due to provisions of the MD HOAA ■ Establishment of more frequent, special meetings at the discretion of the committee/membership ○ Committee chair & CA staff are responsible for preparing meeting agenda/minutes <ul style="list-style-type: none"> ■ Need to establish a committee co-chair ➤ <u>Golf Advisory Committee Annual Charge:</u> <ul style="list-style-type: none"> ○ Reviewed participation & accomplishments from FY17 golf & green committees ○ Discussed proposed charges for golf advisory committee during FY18
<p>7:30pm (25 mins)</p>	<p>Communication & Workflow Processes - KEITH HEILVEIL</p> <ul style="list-style-type: none"> ● Communication Standards ● Meeting Standards 	<ul style="list-style-type: none"> ➤ Desire expressed to play a more proactive, rather than reactive role in addressing member feedback <ul style="list-style-type: none"> ○ Making certain the committee can be a part of the communication process ○ Assist with the definition of the committee roles during the year, rather than quarterly ➤ Reiterated from previous meeting that tournament sub-committee is still in need of an official chair <ul style="list-style-type: none"> ○ Some other groups/sub-committees still in need of representation ○ Either a group president or delegated representative may be deemed a sub-committee chair ➤ Official motion approved to begin development of a "House" sub-committee <ul style="list-style-type: none"> ○ Would assist in promoting a more cooperative relationship with the Turnhouse ○ Provide input on matters relating to the clubhouse & pro shop ➤ Identified a need to clarify who are currently active



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		<ul style="list-style-type: none"> committee member participants <ul style="list-style-type: none"> ○ Discussing placing increased expectations on committee member meeting attendance ○ Scheduling regular meetings further out should prove beneficial in avoiding scheduling conflicts ➤ Clarified that while the previous green/golf committees have been merged, there will still be sub-committee representatives for each previously separate committee ➤ Need for increased amount of FH representation & focus during committee meetings <ul style="list-style-type: none"> ○ Understand that all CA golf memberships are a 2 course offering, not just 1 ➤ Proposed looking into committee communication management software <ul style="list-style-type: none"> ○ CA staff strictly uses google, possibly use hangouts or slack to manage group communication ➤ Empower committee to assist in screening feedback to determine priority & actionable items <ul style="list-style-type: none"> ○ Key priority criterion: Playability, longevity, majority, objectivity ➤ Continued focus on prompting membership to utilize the provided maintenance standards document <ul style="list-style-type: none"> ○ Clarified maintenance standards document is for HG only and some tweaks need to be made for a FH copy
<p>7:55pm (15 mins)</p>	<p>Perceptions & Identity - <i>NICK MOONEYHAN</i></p> <ul style="list-style-type: none"> • Course Comparisons • Hobbits Glen Maintenance Standards 	<ul style="list-style-type: none"> ➤ Definition of a market segment (Platinum - Steel) <ul style="list-style-type: none"> ○ Classified by cost per round, accessibility, & style ○ No Gold or Platinum examples in Howard County ➤ Howard County Course comparisons (Hobbits Glen) <ul style="list-style-type: none"> ○ Understanding Hobbits Glen as a member-oriented golf club, still accessible to CA members & Columbia Card Holders ○ Key differences compared to neighboring private offerings include initiation fees, member-exclusive restaurants, restaurant minimums ○ Key competitive advantages include multi-facility



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		<p>membership access, 5day membership options, highly praised course layout</p> <ul style="list-style-type: none"> ○ Using cost per maintained acre, Waverly Woods, Timber at Troy, & Turf Valley most comparable <ul style="list-style-type: none"> ■ Cattail Creek as the only Howard County silver course has a cost per maintained acre over double of any other Howard County course ■ Attempting to position Hobbits Glen as a silver tier course improbable, given these metrics, current golf participation rates, industry landscape and conflict with CA's inclusive organizational vision ➤ Howard County Course Comparisons (Fairway Hills) <ul style="list-style-type: none"> ○ Positioned as a steel level course, where accessibility and value are among key foci ○ Competitive advantage of being among the best-conditioned course in this tier <ul style="list-style-type: none"> ■ Also only steel tier course with a membership offering
<p>8:10pm (15 mins)</p>	<p>Golf Reports Follow-Up - OPEN FLOOR</p> <ul style="list-style-type: none"> ● HG Turf Talk ● FH Superintendent's Report ● HG Happenings ● Membership Report ● Player Development Report ● HG Round Report ● FH Round Report 	<ul style="list-style-type: none"> ➤ Opportunities derived from reports/ presentations <ul style="list-style-type: none"> ○ Increase amount of play from CA Fit & Play members -(Currently roughly accounts for 25% at HG) ○ Expand marketing radius to capture prospects outside most local zipcodes <ul style="list-style-type: none"> ■ Golf courses typically can pull prospects further geographically than a fitness club can ○ Initiatives to combat predictable negative spring feedback relating to dormant bermudagrass fairways <ul style="list-style-type: none"> ■ Experimenting with overseeding, a costly but potentially perceptually effective option ■ Will showcase overseeded test plots during next scheduled course ride-along ➤ Continued adherence to the golf maintenance standards



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		<ul style="list-style-type: none"> ○ Further elaboration on the stimp meter and hole-out tests to measure green speeds & consistency <ul style="list-style-type: none"> ■ Showcase relatively minimal impact aerification has on the hole-out test results ■ Improved control over poa on greens ○ Possibly modifying schedule for rolling greens <ul style="list-style-type: none"> ■ Trade-off between maintaining ideal speeds on weekends or consistency throughout the entire week ○ Impact of completed irrigation project on conditions <ul style="list-style-type: none"> ■ Fewer bare spots among rough ■ Green surrounds bunkers getting wet - Will add more sand and use controlled watering techniques to minimize impact ➤ Remaining course maintenance challenges <ul style="list-style-type: none"> ○ Goose impact on #2 hole <ul style="list-style-type: none"> ■ Few remaining flightless goslings, preventing adults from migrating elsewhere ■ Locating and purchasing a trained goose dog remains difficult, but process still ongoing ■ Obtained egg-addling permit, which will help prevent future goslings from hatching
8:25pm <i>(10 mins)</i>	FY 19/20 Budget Participation - NICK <ul style="list-style-type: none"> ● Process/ Timeline 	➤ Section skipped due to time constraints
8:35pm <i>(10 mins)</i>	Group Updates - GROUP CHAIRS <ul style="list-style-type: none"> ● Group Reports 	➤ Section skipped due to time constraints and lack of clarity on sub-committee chair representation.
8:45pm <i>(10 mins)</i>	Miscellaneous Closing Items - OPEN FLOOR <ul style="list-style-type: none"> ● Open Discussion 	➤ Clubhouse/ Restaurant Historical Narrative <ul style="list-style-type: none"> ○ New clubhouse capital projected dictated by the board ○ COHO grill/ previous ownership vacated location due to financial challenges ○ Vacated space put out for bid twice, both resulting in relatively minimal interest



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		<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ Location not ideally suited for a typical restaurant operation ■ Possibility of ending up with a vacant space and little legal recourse reduced negotiating leverage ○ Turnhouse won the bid after 2nd RFP was put out <ul style="list-style-type: none"> ■ Among limited options, provided best fit & most promise of working cooperatively with our operation ➤ Turnhouse Identity <ul style="list-style-type: none"> ○ Located here because of the golfers but not operating strictly for the golfers <ul style="list-style-type: none"> ■ Location is not ideally suited to sustain a generic restaurant ○ By providing unique offerings, Turnhouse has created a brand with the necessary geographical pull on target market ○ No presence of monthly minimums, which are a primary feature of member-exclusive restaurants ➤ <u>Turnhouse Golf Member Cooperation</u> <ul style="list-style-type: none"> ○ 10% discount card for golf members ○ "The Turn" affordable & requested options added, with phone line for advance ordering ○ Bar bites added, which are discounted during happy hour (Tues-Friday) ○ Half salad/soup/sandwich combo option added on lunch menu at request of ladies groups ○ Hours extended during instances of closures due to full buyouts, along with grill options being available ➤ Remaining Turnhouse Challenges/ Opportunities <ul style="list-style-type: none"> ○ Need for more accuracy in communicating hours of operation ○ Experiencing longer wait times & slower service than desired ○ Improve consistency of the quality & presentation of the food offerings
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8:55pm <i>(5 mins)</i>	Action Items - <i>KEITH/BRETT</i> <ul style="list-style-type: none"> ● Recap & Delegation ● Schedule Date of Next Committee Meeting ● Schedule Course Walk Around 	<ul style="list-style-type: none"> ➤ Officially established Tuesday, August 22nd @ 7pm as next quarter's golf advisory committee meeting date <ul style="list-style-type: none"> ○ Tentatively established the 4th Tuesday on the months representing CA's quarterly fiscal year closes (Aug, Nov, Feb, May) as the regular meeting dates <ul style="list-style-type: none"> ■ Nov 28th, Feb 27th, May 22nd ➤ Officially established Tuesday, August 1st @ 6pm as the first quarterly ride-along at Hobbits Glen Golf Club
9:00pm	Adjournment	<ul style="list-style-type: none"> ➤ Meeting officially adjourned @ 9:05pm

Summary: Action Items

AI #:	Action:	Assigned:	Target Date:	Status:
071117-01	Delegate/Elect an Advisory Committee Co-Chair	Collective - All	08/22/17	Planned
071117-02	Create a new House sub-committee and clearly define expected roles/expectations	Keith/ Joan	08/22/17	In progress
071117-03	Clarify current committee roster & determine potential need for additional members	Keith & CA Staff	08/01/17	In progress
071117-04	Define sub-committee roles/representation for all advisory committee members	Collective - All	08/22/17	In progress
071117-05	Create a FH version of the maintenance standards	Patrick/ Nick	08/22/17	In progress

Note: The action item number (meeting date and number) corresponds to the date of the meeting where the action stems from and a number.