

**MINUTES OF A BOARD MEETING HELD AT EXETER GOLF AND COUNTRY CLUB LIMITED,
WEAR HOUSE, COUNTESS WEAR, EXETER ON WEDNESDAY 27 AUGUST 2014 AT 5.30 PM**

Present: Will Gannon (Chairman)
Paul Dukes (Vice Chairman)
John Coombs (Finance Director)
Chris Harris-Deans
Deborah Stevenson

In Attendance: Hilary Weatherley (President)
Chris Jones (General Manager)
Irene Gilbert (Secretary)

Responsibility

<p>1. APOLOGIES Apologies for absence were received from Geoff Pascoe and Max Goodison.</p>	
<p>2. MINUTES The Minutes of the meeting held on 30th July were confirmed by the Board and signed by the Chairman.</p>	
<p>3. MATTERS ARISING The Chairman thanked Paul Dukes for Chairing the previous meeting. The Bridge Section had put forward some proposals for amending the annual subscription. The Chairman asked the General Manager to include all subscription proposals in one document to ensure all suggestions are considered. Intruder Alarm – repairs have been made to a couple of sensors and since then there have been no incidents of false alarms. The list of those on call to attend if the alarm is activated has been increased.</p>	CJ
<p>4. FINANCIAL MATTERS The Board of Directors accepted and approved the Accounts prepared by Francis Clark LLP for the year ended 31 March 2014, which were signed by the Chairman, Finance Director and Company Secretary. Francis Clark’s audit letter of comment had also been considered and accepted by the Directors. The Finance Director had received a declaration of Compliance from the Pensions Regulator which was passed to Martyn Grant to action. Accounts for the three months had been circulated. Subscriptions year to date are virtually identical to last year. Budget forecast included a high attrition rate and now we need to see whether we achieve the expected number of new members. There is a definite down turn in the sale of food and drink. There are a number of contributing factors for this, which include the cutback on</p>	Martyn Grant

<p>corporate hospitality on golf days with the reduction of events and numbers attending and businesses are tending now to conduct more in-house meetings.</p> <p>It was agreed to have a strategy meeting for the Directors to look at all aspects of the business and set up of the Club. This would be held off site later in the year.</p> <p>Paul Dukes commented that there have been a number of noticeable improvements around the Club.</p>	
<p>5. GENERAL MANAGER'S REPORT</p> <p>Health & Safety Accidents in July 4 Incidents, 1 Staff, 0 Riddor</p> <p>Outcome The wetness in the family changing room is being investigated.</p> <p>Human Resources The General Manager updated the Board on new staff and leavers. One of which was the Head Chef – plans are in place to recruit a replacement.</p> <p>Marketing OVERVIEW New member numbers 56 / against 109 new members last August. It has been a quiet month all round. Changing the promo for September to hopefully pull this back a bit. Number of tours: 40 / 23 joined = conversion rate of 57.5% which is good. 22% heard about us from Google. 9% from Facebook. The Free Vouchers Worth £100 campaign ends this month. New promotion is: Free gym or rackets for new members for 30 days after joining. Current members – promotion to add on rackets or gym and get a free one hour Fitness MOT by our PTs Restaurant – set menu offer – 2 courses £12, 3 courses for £15 Member Emails – Open rate approx. 47% with click rate of between 3% and 13% which is very good. 560 post reach. 501 people engaged.</p> <p>CAMPAIGN Facebook campaign – we now have 1,804 'likes' which is up from 1763 last month. Twitter 3193 followers, up from 3160 last month with regular retweets and engagement. Google+ 39 followers –up from 36 last month this is important from a Google ranking point of view Trip Advisor – 2 good reviews and 1 poor review – this was for the same event as the two good ones and the validity is dubious...</p>	

Devon Life, quarter page
Exeter Living, quarter page
Website - 11,152 visitors (53% are new visitors)
31% increase on new visitors

ACTIVITY

Bonfire Night and President's Nights events are being promoted and tickets arriving this week.

Afternoon Teas are ticking along – will offer a back to school mums offer early September.

New cellar to be created - Tolchards & Carlsberg have been in to do a site survey. We are going to have just Carlsberg served from a ½ Keg in the Mews and the rest will be bottled (we can have BIB ale if we use Doom Bar, it comes in bright). The Duckworth and Wear Park will be fed from the Wine cellar, this will more than halve the runs to both Wear Park and the Duckworth (the Duckworth lines currently appear to go around the gym before going up to the Duckworth, hence why they are so long). Tolchards will provide quotes for putting in proper cellar cooling. Steve is going to find the shortest, most practicable route through to the Duckworth, and let Tolchards know once the holes are in place (beginning of Sept), Wear Park will follow the current post mix python route from the wine cellar up to the Wear Park bar.

The cellars will need to be rearranged slightly, we will have loads of space in the Main Cellar but the New cellar will be a bit cramped, it will be worth looking at what is stored in each cellar and putting locked cages in the larger cellar if needed

Maintenance

The exterior of the Club has been painted from the pro shop round to the staff entrance to the left of Wear Park. Then the exterior of the Sports Bar was painted around to the kitchen. Wear Park is all that remains to be painted. This started on Monday 18th August. The gable end was done in less than a week. The front entrance and portico are now being painted. Four of the maintenance team went on a high platform training course and we hire the platform in on a weekly basis, weather and events permitting. We opted for no scaffolding so that we do not upset members, wedding guests, Pro Am visitors etc. The work happens in the daytime and then the motorised platform is driven back to the greenkeepers yard overnight.

Men's changing room lockers have been sorted. All barrels swapped around and now the keys are kept in reception.

The outdoor pool is working with only one filter because the laterals are damaged and sand is leaking from the filters. This means that the water is going to be cloudy until we replace them. We will also need to change the sand on both filters and purchase a new comparator and disk. The pool is closed on Wednesday all day to complete the work.

<p><u>Security</u> The turnstile has been installed. This has been a success from day one as many members have been stopped from bringing in friends and family without paying.</p> <p>Tennis pin coded entry system has been installed and James has informed me that the Tennis section are very positive about this.</p> <p><u>AOB</u> The outdoor pool is still leaking.</p> <p>Chris Harris-Deans reported that the tennis courts are beginning to show wear and tear and the matter of refurbishment will need to be addressed again.</p>	
<p>6. NEIGHBOURING DEVELOPMENTS Persimmon – nothing further to report.</p>	
<p>7. PRESIDENT’S REPORT There have been very few Committee meetings this month and Management and Club Committee are working together to solve any issues.</p> <p>The main topic around the Club is the negotiations with Persimmon. The majority of the membership understand that confidentiality is important and support the Board with their negotiations.</p> <p>The Chairman said that the first draft of the structure of Board and Committees has been drawn up. After a few amendments this would be circulated to the Board for their feedback.</p> <p>The number of directors making up the Board was discussed. It was agreed that this would be included on the agenda for the strategy day. Date to be arranged.</p>	Directors
<p>8. ATTENDANCE AT CLUB COMMITTEE Paul Dukes was scheduled to attend the Club Committee on 1st September.</p>	PD
<p>9. ANY OTHER BUSINESS The date of the Directors v Committee match had been rearranged to 9th October. It was hoped to have 10 aside with Paul, Deborah, Max and Chris J attending the meal in the evening. Geoff to organise.</p> <p>The date of the Directors’ Christmas Dinner was confirmed as Thursday 11th December. Details to be circulated in due course.</p> <p>The Chairman, President and General Manager confirmed acceptance of the kind invitation of the Bridge Section to attend their dinner on 22nd October.</p>	GP CJ/IG
<p>10. DATE OF NEXT MEETING</p>	

There being no further business to discuss the meeting finished at 7.10 pm

Chairman **Date**