

**MINUTES OF A BOARD MEETING HELD AT EXETER GOLF AND COUNTRY CLUB LIMITED,
WEAR HOUSE, COUNTESS WEAR, EXETER ON WEDNESDAY 29TH OCTOBER 2014
AT 5.30 PM**

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

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

Responsibility

<p>1. APOLOGIES There were no apologies received, all being present.</p>	
<p>2. MINUTES The Minutes of the meeting held on 1st October 2014 were confirmed by the Board and signed by the Chairman.</p>	
<p>3. MATTERS ARISING The Chairman suggested that the President ask the Vice President, Mrs Liz Turner, to accompany him to November's Board Meeting in order to familiarise herself with the processes.</p> <p>Outdoor Pool Closure – email to be sent on Friday 31st October to inform members that outdoor pool will be closed from 1st December to 28th February inclusive.</p> <p>Deborah Stevenson would liaise with Lucy and the Chef to introduce more healthy and popular meals for the children at the Club.</p> <p>Rugby World Cup – meetings have been attended at Sandy Park to see how the Club can get involved. It will probably be that we will promote the televised matches with a big screen and special offer.</p>	<p>HW</p> <p>DS</p> <p>CJ</p>
<p>4. FINANCIAL MATTERS The Directors were unhappy that no figures were available for the meeting especially with regard the half year accounts. Martyn Grant reported that files had been corrupted due to the flood damage and he was still trying to gain correct information with the assistance of Jonas. The Finance Director had not been advised of the problem and was also concerned that there had been loss of data. Our back up procedures should have ensured that information could be retrieved.</p> <p>Finance Director and General Manager to speak with Martyn Grant. As soon as figures are available these are to be emailed to the Board.</p>	<p>JLC/CJ MGrant</p>

<p>Finance Meeting to be arranged for either Tuesday 11th or 18th November at 5.30 pm.</p> <p>Finance Director felt that a lot of thought needs to be given to the structure of our subscriptions and awaits the recommendations of Senior Management. The popularity of ‘pay as you go’ offers are a matter of concern and the consequences of introducing this type of membership needs to be investigated.</p> <p>It was also noted that WIFI was not available in the room (Musgrave) and the General Manager was asked to investigate the situation with Martyn Walker, Systems & Processes Manager.</p>	<p>JLC</p> <p>CJ/RM/JD</p> <p>CJ</p>
<p>5. GENERAL MANAGER’S REPORT</p> <p>Health & Safety A full lists of accidents had been circulated to the board. This totaled 8 incidents, including 2 staff, 0 Riddor.</p> <p>Human Resources A full list of those employees who are leaving or joining the staff of the Club was circulated to the Directors. The majority of the new starters were replacements except for the three new Spa employees.</p> <p>The General Manager reported on current HR issues.</p> <p>Marketing</p> <p>OVERVIEW New member numbers 58 against 49 new members last October. Number of tours: 56 tours and 25 joined, so 44% conversion. October and November promotion continues as ‘30 days free gym or rackets when you join’ and is working well. December we will move to No Joining Fee for club. Member Emails – Open rate approx. 52% with click rate.</p> <p>CAMPAIGN Facebook campaign – we now have 2,150 ‘likes’ which is up from 1800 last month. Twitter 3403 followers, up from 3160 last month with regular retweets and engagement. Google+ 45 followers –up from 36 last month this is important from a Google ranking point of view Trip Advisor – more good reviews on Trip Advisor which is very positive. Staff are actively asking people to post feedback on there. Devon Life, quarter page Exeter Living, quarter page Website – 13,152 visitors (56% are new visitors) 28% increase on new visitors</p> <p>ACTIVITY It has been an incredibly busy month with developments and progress</p>	

regarding the spa. We have recruited and organised training for three new therapists, I have designed the new spa brochure and published it on the website. Print material is to follow this week. Reception are inundated with enquiries so all looks promising.

Working on no joining fee campaign ready for launch in December – which is going to be a busy month as that combined with the new spa will draw in many new people.

Working with the Reception team and ESPA to ensure they are trained in selling retail and treatments ready for the launch.

Murder Mystery and Bonfire Night tickets are selling well and are on target.

**Food Result (end of July Stocktake) and
Liquor Result (end of July Stocktake)**

The numbers will follow. We have had issues with the loss of data due to the flood, servers being down and loss of accurate information. MG and MW are dealing with this and a result will follow as soon as they have recovered the data

Maintenance

Next Projects

- Fixed wiring checks to be initiated.
- Mews Bar & Function Room Decorate.
- PAT Testing
- Refurbish patio area outside sports bar (Materials on Site)
- Continuation exterior decoration 2 sides of Wear park to be completed by month end.
- Insurance replacement carpets to be fitted (Authorised)
- Insurance decorating to be initiated (Awaiting Authorisation)
- Continuation spa development
- Pointing exterior wall around outdoor pool.
- Decorate apartment and tax refund in readiness for AME to move in.

Maintenance Team

We have a new starter in the department called Alex England taken on in a decorating role.

The department continues to move forward with the spa development, at the same time as completing the exterior decoration to Wear Park (Phase 1).

Phase 2 will be the completion of the front exterior painting next year in the spring.

We completed a redecoration of the pool entry / reception area with a colour change and the install of 3 x LED light panels at 30watts each per panel.

As a comparison we had 8 light fittings previously, each with a 120 watt halogen bulb. Bulbs were changed on a weekly basis at a cost of £2.90 + vat per bulb. The new light fittings come with a 5 year guarantee, no bulb changes and savings on our power usage. The savings on bulbs

<p>alone in this area will pay for the LED fittings in less than 12 months. If all agree, with redecoration and re-carpeting of the gym corridor to be completed next, it would make sense to install LED fittings at the same time.</p> <p><u>AOB</u></p> <p>The South West Chef's Awards dinner was a massive success again for the second year. Great praise and thanks from Michael Caines and the seriously talented chefs who worked in our kitchens all day to create an amazing menu for 120 guests. It was an excellent advert for the club.</p> <p>Geoff Pascoe asked how the Christmas bookings were doing and the GM confirmed that we have approximately 3,500 covers over the period.</p> <p>The GM confirmed that he had received no adverse comments with regard to the closure on Boxing Day.</p> <p>The GM confirmed that the three faulty spinning bikes would be replaced with a view to replacing the remainder when funds allow.</p>	
<p>6. REVIEW OF BRAINSTORMING SESSION</p> <p>A number of issues were raised during the Brainstorming meeting. General Manager and Head of Golf have been asked to put forward their ideas/business plans for these areas by the November Board Meeting.</p>	CJ/RM
<p>7. NEIGHBOURING DEVELOPMENTS</p> <p>Persimmon</p> <p>The Chairman reported that we are still waiting to hear from Persimmon</p>	
<p>7. PRESIDENT'S REPORT</p> <p>The President reported that it had been relatively quiet this month. However concern was being expressed with regard to subscription increases for 2015/6 and the delay in hearing back from Persimmon.</p>	
<p>8. ATTENDANCE AT CLUB COMMITTEE</p> <p>Geoff Pascoe would attend the next Club Committee meeting to take place on Monday 3rd November at 6.30 pm</p>	GP
<p>9. ANY OTHER BUSINESS</p> <p>A discussion took place on our insurance brokers, Pavey. It was agreed that they were looking after us well and this would continue even though Paul Smale had retired. However, the General Manager was asked to look at the competition to ensure we continue to receive the best deal and cover.</p>	CJ
<p>10. DATE OF NEXT MEETING</p> <p>The meeting prior to the AGM on Saturday 8th November would commence at 10.30 am.</p> <p>Board Meeting 5.30 pm Wednesday 26th November 2014.</p>	

There being no further business to discuss the meeting finished at 6.50 pm

Chairman **Date**