

**MINUTES OF A BOARD MEETING HELD AT EXETER GOLF AND COUNTRY CLUB LIMITED,
WEAR HOUSE, COUNTESS WEAR, EXETER ON WEDNESDAY 28TH JANUARY AT 5.30 PM**

Present: Paul Dukes (Vice Chairman)
John Coombs (Finance Director)
Geoff Pascoe
Max Goodison
Deborah Stevenson

In Attendance: Liz Turner (President)
Chris Jones (General Manager)
Jenni Davies (Marketing & PR Manager)

| | Responsibility |
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| <p>1. APOLOGIES Apologies for absence were received from Will Gannon, Chris Harris-Deans.</p> | |
| <p>2. MINUTES The Minutes of the meeting held on Wednesday 7th January 2015 were confirmed by the Board and signed by the Vice Chairman.</p> | |
| <p>3. MATTERS ARISING</p> <p>Wear Park Restaurant Business Plan – CJ confirmed that this had progressed and updates regarding ideas for a refurbishment had been presented to WG. Costings are now being calculated. CJ to report at next Board Meeting with options to choose.</p> <p>Squash survey – had been re-sent and the results are coming in. Persimmon update – money has been received, meeting with members took place and press releases distributed.</p> <p>Tolchards – CJ is awaiting a presentation next month regarding future business. St Austell have presented an impressive plan which will take some beating as it includes new bar, new cellar, £15K golf day etc.</p> | <p>CJ</p> <p>CJ</p> <p>CJ/WG</p> <p>CJ</p> |
| <p>4. FINANCIAL MATTERS The Management Accounts and notes from the Finance Meeting had been circulated to the Board.</p> <p>JC reported on the 9 month trading accounts. The Persimmon money has negated interest charges this month which has had a significant affect.</p> <p>December was £10K short of budget and the YTD is £100K below expected gross profits. This is due to the golf subscriptions deficit and the subsequent decline in ancillary spend as a result of 100 less golfers. It will be difficult to make this back but the club is £60K better than thought.</p> <p>The projected outturn for the year end is minus £6K – however this will need to be confirmed by MG.</p> | |

January trading is following a similar pattern to December with food up and liquor down, however Christmas was significantly up on last year.

18 -30 Golf Category

JC had worked with Martyn Walker (Systems and IT) and made the following observations on membership demographics. Junior memberships taper off at about 16/17 years presumably as teenagers move towards independence. We have 58 people who go over the 18 age category in April so we will probably be short another 30 ish memberships. Rackets have very few members in this age category. MG reported that this is situation nationally with non-urban rackets clubs. JC considered whether this would be similar for golf. LT confirmed it was according to English Golf.

JC suggested that as so many in this age category prefer to pay and play, we would not be giving much away if we offer a low membership rate to get them here instead.

MG said that he was not sure why we would bother trying to attract this age category at all bearing in mind the little income we would get from them.

JD suggested that it is important to recruit this age category especially in golf whereby there still exists a club loyalty, so if we can appeal to 18 -30 year olds and keep them into their mid 30s and onwards the potential lifetime spend is significant. Also as they are golfers they do spend in the club unlike other membership sections. Russell Mayne reported that those younger member who left in 2013/14 were high spenders in the club.

5. GENERAL MANAGER'S REPORT

Please refer to the report sent before the Board Meeting.

It was agreed that this should not be included in the minutes.

MG said he felt there was too much operational detail in the GM Report for example the number of twitter followers we have each month. DS disagreed and said she liked reading details about what was going on in the club each month as it affects the wider issues.

PD said the way in which CJ and team had tackled the maintenance issues at the club was commendable and asked for thanks to be passed on to the team.

CJ gave a brief overview of his report.

Squash Committee have asked for an extension of their young person's membership category to be the same as golf and become 18 – 30.

England Squash and Racketball may leave the D&E after Matt Baker left the company. They are considering an office here which would have a very positive effect on the rackets as we would be the base for the sport in the country.

Outdoor pool is up to date and on time for re-opening in March as

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| <p>planned. Two pipes had collapsed. They have been excavated by our own maintenance team and then replaced. The cost is as estimated due to doing a lot of work in-house. Savings will be made as we were losing a significant amount of water.</p> <p>Bridge – asked for a reduced membership rate for those older players who only come here to play bridge. This was rejected.</p> | |
| <p>6. NEIGHBOURING DEVELOPMENTS</p> <p>CJ gave an overview of the recent developments with Persimmon. Meeting took place on the afternoon of the Member Meeting with the project team – including WG, CJ, GP, LT, Charles Kislingbury, Tom MacKenzie, Darren Thorpe and the golf captains. At the meeting they gave Tom feedback on his planned presentation for later that evening.</p> <p>The Member Meeting was attended by about 200 golf members with a full overview of MacKenzie and Ebert, their initial plans, the Persimmon agreement success (without details of amount) and a Q&A session. The meeting and all attendees were very positive and supportive with plentiful useful feedback received during the meeting and after via the new golfcourse@exetergcc.co.uk email address.</p> <p>Timing-wise – although Tom originally thought it would be end of August, as a result of ideas from members and discussions with Tom, WG, Ben Martin and Gary Milne it appears that a much simpler plan could work, with minimal disruption and an earlier start date of May. This means that the Pro Am can remain on the current date in September.</p> <p>GP explained the more recent planned changes which would mean the practice ground did not have to be used for two temporary holes (which would mean inferior play during the work). The new plan would make use of the second 16th hole which is used during the winter anyway. He said he believes we will end up with a fairer and better golf course.</p> <p>MG asked if we will get new members as a result. GP said he believed we would. PD agreed saying we need to market it now. JD explained that we had a great deal of interest from groups of golfers via the promotion on Facebook and Twitter alone – even before spending money on specific advertising.</p> <p>The final plan will be presented to members in the near future.</p> | |
| <p>7. PRESIDENT’S REPORT</p> <p>LT reported that the Club AGM went well. The Committee reports had been distributed in advance so they didn’t have to be read out at the AGM which saved time.</p> | |
| <p>8. ATTENDANCE AT CLUB COMMITTEE</p> <p>Chris Harris Deans would attend the next Club Committee meeting on 2nd February.</p> | CHD |
| <p>9. ANY OTHER BUSINESS</p> <p>Any Other Business</p> <p>MG asked that social media reporting only takes place in the quarterly</p> | |

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| marketing presentation and not monthly. He also requested that JD present in February's board meeting despite the original plan to present in March as JD is representing CJ in his absence. | |
| 10. DATE OF NEXT MEETING Date of next meeting Wednesday 25 th February 2015. DS and MG gave their apologies for the March meeting which they are both unable to attend. | |

There being no further business to discuss the meeting finished at 7.00pm

Chairman **Date**