
COPLEY



GOLF CLUB

Board of Directors & General Manager

Meeting Minutes

February 16, 2021

5:30PM

Type of Meeting: Monthly BOD & GM

Meeting Facilitator: Karen Autorino

Attendees: Todd Thomas, Brant Slayton, Jeff Neagle, Alyssa Barnes, Dave McAllister, Dave Earle

Absent: TJ Whyte

1. Call to order
2. Approval of minutes from last meeting
3. Financials:
 - a. No new updates on the financials at this time. Board discussed how financials are averaging during the off-season. How is CGC being most conservative and cost-effective during the winter/off-season. Wondering if there are any cost-savings for having financials run at the beginning and end of the season.
 - b. Copley has been approached by the bank about another \$60k PPP loan - we show loss in how financials were posted between 2019 and 2020. Board discussed the pros and cons to opening up to these funds. Should we consider the position of having the loan for the club - at 1% finance rate? Board considered a 5-year capitol improvement plan and growth that could be applied with the revenue from the club if we utilize the PPE loan. Based on the information from the bank, the board will revisit this discussion
 - c. Reserve Account- codifying parameters for use: How do we use it? What is it for?
 - d. Dave shared how it has been done on other boards that he has been involved in.

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- e. Todd will propose wording for the next meeting so the Board can approve the verbage for the changes to the bylaw change.
4. Membership update
 - a. No changes since January, 2021
5. Grounds update
 - a. Squirrel and whole crew plan to return this season.
 - b. Chris LaRock who worked part time last year is interested in returning and would be interested in returning full time this season.
6. Sponsors
 - a. Marketing subcommittee met and asked that the Board provide a list of sponsors from last year. Board was asked to make suggestions about additional sponsorships.
 - b. Previously a \$500 sponsorship level allowed for 20% off membership. Very few businesses took advantage of membership discounts. Board discussed the sponsorship program and potential ways to modify and consider this in the future.
 - c. Brant will provide a list of the past year sponsors so the Board can review it and consider other options/benefits to the sponsorship program - what types of offerings may be offered to corporate sponsors? Are there businesses that should be included/asked.
7. New logo
 - a. Jeff had 2 people in mind for this. He heard back from 1 (Shelby) gave him a rough quote (\$500) for a logo with a couple different orientations and variations (i.e. grounds (flags), merchandise, and digital media). Jeff can ask for her to provide a more formal proposal.
 - b. Brant had a couple people who he was checking with. Those sources recommended we look into a re-branding grant that is out there.
 - c. Dave was quoted \$700 for 5 different logos options that would provide revisions based on feedback.

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- d. Brant will know more details about the re-branding grant. Based on that, the Board will move forward with a plan for how to move forward with a new logo by April.
8. Marketing plan
 - a. Chamber memberships - Dave shared membership information (est. \$300-\$400) and their interest in hosting a fundraising tournament at Copley this summer.
 - b. Karen motioned to join the Chamber of Commerce this year - TJ second; one nay. Brant will speak with Tess to plan the golf tournament as the only way to make this balance.
 9. Other
 - a. Replacing carpeting in the clubhouse - Board agrees this is on the list, but second to replacing porch furniture. This can be dependent on how the club does this season
 - b. Brant will make Jeff an admin to the Copley Facebook page
 - c. ForeUP -will become both the new POS and webpage manager.
 10. Adjournment
 - a. March 17th @ 5:30.

Post-meeting Actions: In a series of emails on March 4, 2021, the board agreed to using money market funds for appliances that will be reimbursed when Copley Foundations funds arrive.