



CITY and COUNTRY CLUB COUNCIL

ANNUAL MEETING MARCH 16, 2016

In Attendance:

Steve Ballard, John Groh, Willie Arce, Rex Wilson, Michael Winkles, Ian Critchley, Jaime Flores, Jesse Warren, John Hemrick, Joe Davis, Darryl Lawson, Clark Verchick, Jim Purcell, Jeff Thomason, Eric DeWitt, Nick Crim, John Oosterwal and Steve Bilyeu

Opening Remarks:

Rex welcomed everyone to the City and Country Clubs Annual Meeting. The 2015 annual minutes were distributed and approved.

Membership Report:

Ian stated last year we had a low of 45 members and a high of 63 in the past. The goal this year is 55 members and ultimately 100. Membership lost 10 members over the last year but now we are back up to 50. Jacklyn provide a list of IFMA members who have not join the council. That list had been divided among the Membership Chairman and the Board to reach out to these IFMA members. They had hope more would join but only a few have. John Hemrick joined the New Jersey CMAA Chapter, which brought in 3 new members. Ian and John are looking for volunteers to help with recruitment, follow up to new members and assisting with the membership initiatives. Jim Purcell will pursue FM's in his area and assist where he can with the Committee. Rex thanked Ian and John for their efforts over the past year and everyone on the Board who was involved.

Education:

Willie has set up 3 webinars for 2016:

1. April 27th 2:00 pm eastern time on Aquatic safety
2. July 2:00 pm eastern time on Value of metrics
3. Oct 27th 2:00 pm eastern time on OSHA, when OSHA walks through your door and what to do.

CMAA:

- Willie said that the CMAA conference was successful. John Rimer spoke to approx. 150 Club Managers on Sunday at 2:00 pm. Majority of managers sought out our booth after the presentation looking for information on our council. The following day Jimmy Coles from the Atlanta athletic club spoke about Facilities management.

WEBSITE:

- Rex discussed issues with IFMA's web site. Jacklyn is going to look into.

TREASURERS REPORT:

- Nick stated we have \$7103.00 in the bank which includes all down payments. It was noted there would be one set of books to return, which John Hemrick will handle.

BALANCED SCORE CARD:

- Ian reviewed our vision and mission of the council.
- Willie discussed dates for next year`s meeting, The week of March 5th will work.
- Rex asked the council if the semi-annual meeting is worth it. Steve Ballard mentioned that it is well worth it, but to be careful of the timing of the meeting.
- The Balanced Scorecard was reviewed in its entirety. The main addition the Council will be focusing on in 2016 is establishing Sponsorship Criteria.

MEMBERSHIP SPONSORS:

Rex mention that currently we are fortunate that our clubs are paying for Council members to go to the CMAA conference for recruitment. In the near future, the council will have to be self-sustaining as clubs may not pay for these trips. Rex spoke with the Signature Group, which works in the private club community assisting with marketing plans, fund raising and also works with some associations. They can help with sponsor recruitment for a fee. Rex asked the Membership for ideas for sponsorship recruitment. Jesse Warren mention a golf tournament and invite vendors, but most clubs will not hold these types of events and they may be too regional. The Membership discussed it needs to be on a more National Level. We could reach out to our vendors for sponsorship. Joe Davis asked if the council would set up a Facebook account or LinkedIn, which would be a place for us to offer our sponsors exposure through our Council's Facebook and LinkedIn accounts in addition to our website. Rex noted we have to offer the sponsors something in return other than our contact information. HE also mentioned that his local Chapter uses the Sponsors to make calls to their members reminding them of upcoming events. They never solicit products but are a part of the calling group. Rex stated eventually the Council will need to set up a Sponsorship Committee but the Executive Committee will establish guidelines operate the program for now.

OTHER NEW BUISINESS:

- Rex asked the Membership if there was any other new business they would like to discuss or see the Board address. There were no new subjects brought up at this time.

2017 Annual Meeting & Symposium:

The 2017 Annual Meeting & Symposium will be held at the London Hunt & Country Club in London, Ontario, Canada. Please remember to get you **passports** ahead of time. You won't want to miss a chance to see John Oosterwal's Club. The dates are March 5 – 8, 2017. John will confirm but that was the Date set at the meeting.

Adjournment: The meeting was adjourned at 11:30AM