

**CALOOSA GOLF AND COUNTRY CLUB
BOARD OF DIRECTORS REGULAR MEETING
FEBRUARY 20, 2012**

BOARD MEMBERS PRESENT: Gary Adcock, Les Clarke, Nancy Cleary, Kay Dudek, Jim Duffy, Vicki Franks, Rick Johnston, Barb Struble, Russ Stutz. Past President Loren Hofer

President Struble called the meeting to order at 8:30 a.m.

PRESIDENT: Barb Struble

1. Additions or corrections to the minutes of the Regular Board Meeting of January 16, the Special Board meeting of January 30 and the Special Board meeting of February 13 were called for. With no additions or corrections noted, motion to approve the minutes was made, seconded and passed.
2. Directors are asked to update their portion of the Organization Chart that becomes part of the Caloosa Handbook. The Handbook will be ready for distribution in early March and sent by email to members. Hard copies will be available in the office.
3. A new committee, Human Resources, has been formed and will be under the President's responsibilities.

ACTIVITIES: Rick Johnston

No report

ADVERTISING: Vicki Franks

1. Chamber of Commerce: Following discussion, a motion was made to host a tournament with the C of C and Caloosa. Seconded and passed. Details to be determined.
2. The Director has asked Elizabeth Rodriguez to act as liaison between the Board and the various newspapers published in and around Sun City Center and she has agreed to act in that capacity. Mrs. Rodriguez will also assist any directors in getting material published in the newspapers.

GOLF: Russ Stutz

1. Men's Tournament Format has been established. Following discussion, motion was made to accept the document as presented. Seconded and Passed. Each Board member has received a copy and will make any recommended changes at our next meeting.
2. Men's Member/Guest, March 23 and 24 – 20 members have signed up. Email will be sent encouraging sign-up. The tournament will definitely be held regardless of the number of participants.
3. Men's President Cup will be held April 11 and 12.

GREENS: Jim Duffy

No Report

HOUSE: Les Clarke

1. Bridgestone fall fitting will be held Sunday, the 26th. Pro Shop will have a sale on their golf balls and other items.
2. The 2013 Calendar is being formulated and groups should submit dates for events.

MEMBERSHIP: Gary Adcock

1. Following discussion, motion was made that the Initiation fee be \$1,500 per person. Seconded and passed. The certificate fee of \$500 per member did not change.

SECRETARY: Nancy Cleary

1. Memorials & Gifts: A very generous donation was received to honor Roy Long and his son for their service to the United States in the Navy and Air Force respectively.

2. Correspondence: None

3. Suggestion Box:

a. Letter regarding availability of restrooms after the clubhouse has closed – key available with deposit of \$5 in Pro Shop.

b. Letter regarding replacing putting poles on the greens with putting holes - denied.

c. Letter regarding spike marks on Greens – referred to Rules Committee

All letters have been answered.

TREASURER: Kay Dudek

1. Cash forecast for the end of 2012 is approximately \$293,000.

2. CD ladder – poor rates (approximately 50% lower than personal). Treasurer still working on purchasing CDs.

OLD BUSINESS: None

NEW BUSINESS: Barb Struble

The remainder of the meeting will be used as a planning session for 2012. Several issues to be discussed:

Membership:

1. Acquisition: Target Markets – new residents, Valencia Lakes, Neighbors (map with pins showing new residents, invite to social event), Newland Homes (Covington), Minto, new members recruit new members, new Del Webb community under construction, golf cart shops. Motion was made that we pay a \$250 bonus per member referred by any business that results in a new member. Seconded and passed. Source of New Members – Realtors, Businesses of C of C

2. Retention: Reason for membership losses at the end of 2011 – health, not enough golf. No negative comments from those surrendering certificate.

3. Implementation of Orientation Committee – To facilitate orientation of new members the Board will act as the orientation team implementing a big brother/big sister concept.

Website:

1. Purpose – impart information – we receive email contacts.

2. Further information is needed – it's a work in progress.

Next Board meeting will be held Monday, March 19, 2012 at 8:30 a.m.

On motion, meeting was adjourned at 12:10 p.m.

Respectfully submitted:

Nancy M. Cleary, Secretary