



Meeting Minutes

January 16, 2018

Present: Shaun Morris, Joan Hirons, Hughie Graham, Jenni Bruce, John Nahanni, Winter Haley, Justin Bailey, Brett MacDonald, Deborah Ross, Euan McLean,
Regrets: Matt Gray, Meredith Wilson,
Location: Board Room, Coast Fraser Towers Hotel

I. Meeting began at 5.40pm

- Shaun called the meeting to order and recognized that a quorum was present.

II. Approval of Agenda: Moved by: Deb, s: Euan. Carried

III. Approval of Minutes

- **Approval** of minutes of November 21st, as amended (date correction): Moved by Hughie, second: Jenni. Carried
- **Minutes from AGM**, September 17th 2017 were reviewed and amended.

IV President's report Shaun

Written report presented

- Since writing his report, Shaun heard back from Inuvik Golf club. They would be happy to partner with us regarding our respective Midnight tournaments.
- He did about \$2,000.00 worth of sales before Christmas, but not much of it was new business

Motion to accept President's report: moved by Hughie, second: John. Carried

V Treasurer's report Jenni.

- Jenni anticipates receiving the year-end totals from the book-keeper by the end of this month.

VI General Manager's report Matt

- Written report received. Highlights included a summary of purchases from the Buying Show, a service contract with Club Car, intention of applying for ITI grant money to make a "Short Course", and plans for a new water hazard on 18.
- **Motion to accept General Manager's report: Moved by Deb, second: Brett. Carried**

VII Old business

- Application for City funding is in. There was a discussion about being present at the Council meeting to speak to our application. Shaun will check into it, and notify Board members of the meeting date so that we can be represented by a group.

- Committee Descriptions and Assignments: Hughie had previously circulated terms of reference for the committees. Deb expressed thanks to Hughie for all his hard work creating these documents. Shaun had sent out comments for our consideration. Hughie stressed that these are living documents, and the committees should feel free to edit where necessary. Board members volunteered to be committee chairs as follows:
 - Grounds and Maintenance: Jenni
 - Golf Course Development: Justin
 - Volunteers: Meredith (in absentia)
 - Tournaments – all except Midnight: Brett
 - Midnight tournament: Hughie
 - Membership and Clubhouse Services: Deb
 - Rules and Handicap: John
 - HR and Safety, when required: Deb
 - (Government Relations):
 - Sales and Marketing: Winter
- Transfer of funds to Capital Account: Jenni will check with Matt to see if the transfer has been done.

VII New Business:

- Guest discount fees: Shaun spoke to the ideas in his report. He had done some research with other clubs. The Membership committee should look at these options.
- There was a discussion about setting up a system for members to run tabs, and the Club could receive payment automatically. Security of such a system was discussed. The Clubhouse Committee would develop policies to make this work.
- Jenni reminded the Board that she has offered to conduct Northernmost Host course with employees
- There is a need for a new Clubhouse Manager this year. Committee to support and advise Matt. Winter emphasized the importance of having Food and Beverages running smoothly, as much of our revenue is generated here.
- Board Training, January 27th: Hours will be 9.00 – 3.30.pm, with an hour for lunch. There will be an option to work through lunch and finish earlier. The session will take place at Coast Fraser Towers. There will be a report provided by the trainer.

IX Next Meeting: Tuesday February 20th, 5.30pm Coast Fraser Towers

XI Adjournment: Moved by John at 6.52pm. Carried

Yellowknife Golf Club

Box 388 Yellowknife, NT X1A 2N3
www.yellowknifegolf.com
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January 15, 2018

Presidents Report

Club Car Service Contract – Matt has negotiated an annual service contract with Club Car that includes two visits to the course to complete maintenance on the carts. The first trip in the spring will be to service the carts as they come out of winter storage and get them ready for the season. The second visit will be in the fall to service and winterize the carts as they are being put into storage for the winter. This should increase the longevity of our carts and will also reduce the amount we spend on faulty batteries that freeze over the winter as Club Car will be assuming the liability since they are completing the winterization. The cost of this service is \$2400 per year.

Christmas Gift Card and Certificate Sales – Once again we sold gift certificates for memberships and gift cards leading up to Christmas. The sales were not as high as last year but we still had just over \$2000 in sales. We will again advertise around Valentines day

City of Yellowknife Grant – we have applied for a \$10,000 grant from the City of Yellowknife which we will match if rewarded. The application was based on replacement of another ten tee-boxes in the 2018 season which will leave 16 remaining for future replacement

Membership Incentives - I have been doing some research into what other courses are doing for incentives to purchase memberships and have come up with a few ideas

- Guest discount Green Fees when playing with a member – a 20% discount when a non-member plays with a member (Maximum 3 guests)
 - Nine holes \$21.20 (\$26.50)
 - 18 Holes \$34.40 (\$43.00)
- Immediate Family 12 & Under receive free green fees
- 10% discount in Pro Shop
- 10% discount on meals in Clubhouse

Board Management Site – the site should be working for everyone now, it was discovered that some permissions were not allowing everyone to see all the files

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Midnight Classic Meeting – on December we had a conference call to discuss the 2018 Midnight Classic with the following results

- Tournament will be June 22 & 23
- Canadian North is going to contact the other groups in Yellowknife that they make donations to and have them set up games and activities on the holes during the midnight
- We discussed celebrity attendance at the event, Canadian North has no affiliation with any NHL teams and it was also mentioned that current NHL players require to be paid an attendance fee as well as travel and accommodations. They will likely have their usual CFL players come up as they really enjoy the event.
- We are currently looking into a joint event with the Inuvik Golf Club and Yellowknife. The Canadian North team is usually in Inuvik the week before the Midnight for a large charity event. If the Inuvik course can hold an event that weekend we can do a package where players can play in both Yellowknife and Inuvik midnight events, we would also include a Mayor's challenge in the event. We have so far gotten mixed answers on how many holes the Inuvik golf course has currently. Some people say six and some say nine?!? I have emailed Rick Campbell in Inuvik who looks after the course to confirm their holes but have not heard back yet. This joint event would likely be for the 2019 season

Membership Handicap Breakdown – during our last meeting I had mentioned that I had used golf Canada to do a breakdown of our membership handicaps, I had previously emailed the results to everyone, but I decided to enter it into my president's report, so it is documented just encase it can be used in the future

- | | |
|---|------------------|
| • Handicap Factor 10.0 and under | 46 Members (15%) |
| • Handicap Factor between 10.1 and 15.0 | 49 Members (16%) |
| • Handicap Factor between 15.1 and 20.0 | 54 Members (18%) |
| • Handicap Factor above 20.0 | 70 Members (23%) |
| • No Handicap | 83 Members (28%) |

I would assume by looking at the names, that the 83 members with no handicap would fall into the last two categories at 15.1 and higher.

If that is the case than 207 or 69% of our membership would be considered high handicaps or average worse than bogey golf



Shaun Morris

President – Yellowknife Golf Club

Alberta Buying Show

October myself and Cole attended the Alberta Buying Show to view & purchase product for the 2018 season. The Buying Show is import due to the “show deals” that are on offer can make a huge difference to profit margins come golf season. The products that the YKGC will stock next year as follows;

- **Cobra / Puma Golf**
 - Shoes – *Puma offered a 100% return program for the 2018 season, this meaning any shoes that are not sold at the end of the season can be returned for a credit.*
 - Clothing
 - Bags
 - Metal Woods, Irons, Package sets
- **Taylormade Golf**
 - Bags
 - Gloves – *We were able to strike up a deal at the show where by we get a 20% discount on all gloves ordered, this discount price will be shown in free merchandise and resulting in higher profit margin on glove sales.*
 - Balls - *We were able to strike up a deal at the show where by we get a 12% discount on all balls ordered, this discount price will be shown in free merchandise and resulting in higher profit margin on ball sales.*
 - Metal woods, Iron sets – *All new 2018 line of Taylormade product*
- **Ping Golf**
 - Bags, Metal Woods, Putters & Irons

For clothing in the Pro-Shop for the 2018 season we will be stocking the following;

- Adidas shirts, pull overs & jackets
- Antiqua shirts & pull overs
- Oakley shirts, shorts, pull overs, hats, backpacks
- Puma shirts, pull overs, rain jackets hats. All Puma clothing will be logo'd with the YKGC Logo
- Sketchers Shoes
- Puma Shoes – 100% return policy

Golf Balls & Gloves

- Titleist Pro V1 line
- Taylormade line – 4 different levels of Taylormade balls
- Bridgestone
- Srixon – LOGO'd ball for 2018

- New to 2018 we have the Zero Friction Glove coming, the Zero Friction Glove is a “1 size fits all” glove (have to see it to believe it).

Plans for 2018 Season;

I have contacted and committed to a service contract with Club Car for the 2018 season whereby they will visit Yellowknife twice in 2018 and do a full service on our Power-Cart fleet. These services will include full cart inspection, break checks & adjustments, Steering checks & adjustments and Battery inspections. Club Car will visit first at the start of the season (around mid-May) and again at the end of the season and looking like planned for late August. The cost of this is \$60.00 per cart per visit, but the benefits of having our carts & beverage units running in the best condition possible will outweigh the expense.

Early in the 2018 season we will need to complete the construction of the tee-boxes that were built and put into place late last season. These tee-boxes still require crush to be laid, compacted and then the material spiked down.

I am investigating funding from ITI through their SEED program for funding to assist completing a "Short Course". The idea of the short course would be to target youth, beginner & senior golfers to the Yellowknife Golf Club. Being that playing on sand creates such a massive challenge with distance of shots, I think having a course that plays sustainably shorter will assist in youth, beginners & seniors enjoying the game more. Their scores will be lower, which will build confidence and help them progress to the tee's further back.

If I can access the funding through SEED program I will target it at Junior Golf Development and building Golf in Yellowknife & the NWT. I estimate the cost of the short course to be approximately \$28,000.00 for all 18-holes to have new tee-boxes.

Another project that I would love to get off the ground and has been talked about for a number of years, would be the water hazard on the 18th hole.

The water Hazard would be in place of the soft sanded area near the "pit" and all sand that is removed for the hazard would be used as fill on the "pit" to the right of the 18th hole. This hazard would greatly strengthen the 18th hole as it will make many players plan their route to the green a little better.

We have the waterline running directly past this area so would have no problems with access to filling the water hazard on a regular.

I look forward to working with the different committees for 2018, and hope to make 2018 a profitable year with course improvements continuing.

Thank you

Matthew Gray