



# LAKE JOVITA

# ADVISORY BOARD

## PRESIDENT'S REPORT

We need to improve our communication with the members. There is a feeling of frustration among membership focused on the amount of outside play, tournaments and general lack of "feeling like a member". In addition, there is a general unhappiness with pricing for outside play when booking on line vs. guest fees when booked through the pro shop.

We had 40+ people attend the divot party. Thanks to everyone that participated. We were able to cover both courses and had a great time eating pizza and drinking beer afterward.

Losing Chef Greg was disappointing since this is a position we have struggled with over the years.

I would like to congratulate the Ladies Member Guest committee for all their hard work and a very successful tournament (pictures on last page).

Starters need to emphasize club rules to public play; 90 degree rule, don't drive within 40 yards of greens, tuck shirts in, repair ball marks, fill divots and whenever possible pair them up two to a golf cart.

## GENERAL MANAGER'S REPORT

We have had a week of challenges and I am proud of how we handled everything. Even though we lost Chef Greg we have replaced him with Wally Dawson, who comes to us from Pearl On The Grove. I advised Wally that our reputation among members regarding the dining is mediocre and we need to change that perception and improve our expectations.

I realize that members feel somewhat slighted and I understand that feeling. Currently we have a value deficit about what members expect and what they are receiving. We are better off now than we were one year ago; our golf courses were struggling and below acceptable standards, we are much better off going into this growth season than last year, we have a plan and over the course of time you will see improvement in the fairways, greens, rough, areas around the clubhouse and more. It is important to point out these improvements will happen over the course of time.

We budgeted a 30% increase in maintenance expense and as a result it was critical for us to show an increase in revenue for first quarter. As members have noticed, there was an increase in public play in first quarter which enabled us to reach our revenue goal and thereby activate the increase in our maintenance expense. Even with the budgeted increase we have spent additional money, not budgeted, on a new computerized irrigation system.

We have developed a tournament plan, moving forward, that targets the 120 player tournaments instead of the 200+ player tournaments. The club needs the revenue these tournaments provide however our base price will be based on the 120 player metric and if a tournament has 200+ players there will be an increase in price per player, not a discount. The few tournaments we currently host with 200+ players will be grandfathered in however we will not be targeted that size tournament in the future.

We have ordered new water glasses and wine glasses for the club. Bar glasses, dinner plates and salad bowls will also be replaced in the near future.

Flooring for the fitness center has been selected. It will be a black mat with brown and tan flecks. New recumbent bikes will also be installed. New grill room chairs have selected and we hope to place the order by the end of April.

Our current ice machines cannot keep up with the demand so we are investigating ways to increase our capacity. One of the issues we have is people filling their personal coolers with ice which causes a problem where the ice machines cannot catch up with normal use. Another problem we have is we are taking ice out to #5 North everyday and need to convert that to a self generating ice machine. We are currently looking at options.

We are having a problem with the restroom on the North course. People are shoving hand towels down the toilets, causing them to back up. We are pricing out hand blowers that will eliminate that problem.

We have changed our procedures regarding the booking of tee times for villa groups. We have added a provision stating that the pro shop has the ability to move villa group tee times so it fits within the demands of the club and our membership needs.

## **COMMITTEE REPORTS**

### **GOLF**

- Please pay attention to where you drive your carts and avoid driving close to greens.
- Please remember LJ has a 90 degree rule year round.

### **GREENS**

- Tree trimming continues throughout the club and golf courses.
- The nematode samples we sent in were confirmed that we have an infestation. We are using a new treatment that appears to be very effective.
- The dolomite treatment and extra tree trimming appears to be helping grass growth.
- We have purchased new sand to add to select bunkers.
- The bunker in the middle of the fairway on #9 South will be repaired in time for the Men's Member Guest.

## **MEMBERSHIP**

- Michael has put together a letter we will be sending out to all new homeowners within 22 minutes of the club.
- We will be hosting some promotional events until after the Men's Member Guest.

## **HOUSE**

- On Saturday, April 29th at 4:30PM we will be having a couples event called "Hit & Giggle".
- We continue to discover problems that have been "jury rigged" and are in the process of fixing them correctly. We believe we have fixed the leaks from the roof.
- We are expecting 200-220 for Easter Brunch.

## **SPORT**

- We are planning a tennis tournament for the fall. More details to follow.

## **MISCELLANEOUS**

- Be careful entering bunkers. There are loose leaves which can cause you to slip. We are trying to clear them out of the area however some may still appear. Also, when entering a bunker please enter from the lowest point possible as this may help avoid slippage.

# 2017 LADIES MEMBER - GUEST

