Arlington Board Meeting

October 20, 2009

Main House, 3rd Floor Board Room

Members present: Scott Althauser; Allen Ault; Jim Clark; Jackie Collier; Lyle Cook; James Conneely; Carrie Cooper; Debbie Crafton; Keith Daniel; Malcolm Frisbie; Debbie Newsom; April Pergrem; Tim Stephens; Charlotte Tanara; Janna Vice

Members not present: Jeff Hodges; Mark Sandy; President Doug Whitlock

Others present: Peter Cizdziel; Joe Foster; Judy Spain

Please note that Malcolm Frisbie is replacing John Flanagan as the representative from the Faculty Senate.

Call to order by Chairman Ault at 6:10 p.m.

General Manager Peter Cizdziel presented the following report:

- **Pool**
  - Pool liner and leak issues being investigated by pool construction contractors.

- **Tennis**
  - Successful 2009 season
  - 2010 – New windscreens with logos $3,500.

- **Golf Course**
  - Leaking pond project moving forward with HM Ross Company. Pond wall cleared of debris, lowering of pond to begin in November and repair of leak to follow. $25,000
  - Hole #3 tree removal and fence replacement completed.
  - Restrooms on golf course renovation underway – work being done in house.
  - Stump grinding complete on course cleaning up the trees lost last spring.

- **Point of Sale** (IBS implementation complete)
  - Single member billing for all charges to include golf shop purchases.
  - Automatic food & beverage minimum balances printed on receipt.
  - Automatic bill pay available for member convenience.

- **Parking Lot**
  - Lighting quotes being finalized.
    - 33 light fixtures in need of repair to varying degrees. Reviewing costs.
  - Parking lot striping to take place this fall/winter.

- **Membership**
  - Current Count – 1,121.
  - New member initiation fee currently $1,000.
• **Fitness Center**
  - Met with insurance company to update policy.
  - Construction to begin over next few months with “in house” staff.
  - Scheduled opening April 1, 2010.
  - Projected cost excluding in house labor - $18,000

• **Old Locker Room Conversion (Spring / Summer 2010)**
  - Men’s side
    - ½ EKU Golf
    - ½ Staff break/meeting room
  - Women’s side
    - Unisex club card room

• **Food & Beverage**
  - New Fabulous Friday’s Program Successful – averaged 75 people each Friday for Barbecue. Postponed until spring 2010.
  - New Fall Menu in place.
    - 9 new entrees.
    - 18% service charge at both Paddock and House on all Food & Beverage orders.
    - 20% service charge on all catered events.
  - Dinners offered at the House Wednesday – Saturday.
    - Wednesdays – Prime Rib Night.
    - Thursdays – Member Appreciation Night (complimentary wine, beer, soft drinks)
    - Friday – Fish Fry (all you care to eat)
    - Saturday – Pizza and Pasta Family Night (all you care to eat)
    - Sunday – Brunch
  - Lunch/Diners Offered at the Paddock
    - Monday Night Football Specials (7-11)
    - Tuesday – ½ price appetizers and $1.00 drafts (4-7)
    - Wednesday – Build a Burger (Lunch) & Happy Hour (4-7)
    - Thursday – Buy One entrée get one ½ price
    - Friday – Build a Wrap (Lunch)
  - Daily Covers tracked.
    - Paddock
      - Lunch covers per day (open till 2pm)
        - July – 29
        - August – 26
        - September – 25
      - Dinner covers per day (2pm to close)
        - July – 40
        - August – 35
        - September – 22
    - House
      - Lunch covers per day (open till 2pm)
        - July – 52
        - August – 51
        - September – 59
      - Dinner covers per day (2pm to close)
        - July – 40
        - August – 35
        - September – 22
1.) As General Manager I am ultimately responsible for the marketing and sales of Arlington. In so doing I am preparing a comprehensive marketing plan to coincide with 2010 budget.

This task is complicated by trying to market, promote and advertise “Arlington Association”. The first and most often asked question is “What is that?” Almost everyone wants to be a member of a club. In order to best sell and market Arlington we must be able to call it a “club.”

Without changing our mission, what we stand for or our incorporated name this can be done by simply applying for a “Certificate of Assumed Name.” Upon doing so we would be the Arlington Association operating as “Arlington Country Club” or “The Arlington Club”.

2.) Current holiday schedule is to close the Paddock and the House from December 21 to January 2\textsuperscript{nd}. As a cost savings measure as well as allowing the staff enough time to thoroughly clean both clubhouses I recommend keeping the Paddock and the House closed from December 21 to January 16, 2010.

Discussion followed concerning these two topics and impact of them both.

Treasurers Report – Debbie Newsom

Newsom reviewed the financial statements for the first quarter of the year. Arlington currently had $246,382 in cash with an outstanding debt of $463,027 for the quarter. The debt all together is at over $900,000. There was a good deal of discussion on how this debt will be paid off, how long we can go at this level.

The Finance committee will meet on October 21 to further discuss the financials. Clark moved that we table further discussion until after the Finance Committee meets. Althauser seconded. Passed.

Business and Finance Committee Report – Jim Conneely

No report, will defer to next meeting.
Membership Committee – Keith Daniel

Daniel reported that the no initiation fee membership drive is completed. Total number of new members has been 185. He recommended we close the no initiation fee at this time and not reopen anytime soon.

House Committee – Carrie Cooper

Cooper reported that the staff at Arlington would be decorating the House for the holidays. In addition, she shared the results of the survey taken by members last year. We reviewed the comment summary as well. Manager Cizdziel will put a synopsis of the survey results in the next issue of the newsletter. Also, it was decided the new menu would be sent to all those with an active email address.

Comment cards will be summarized and provided to the board on a quarterly basis. Manager Cizdziel also reported the website will be updated/revamped.

Golf Committee – Lyle Cook

Cook reported there have been some update/modifications on the course and that the golf committee updated the outside group usage policy.

Tennis Committee – no report

Pool Committee – April Pergrem

Pergrem reported the pool committee had not met this quarter. She did report that the feedback on the pool had been positive this year.

By-Laws/Rules Committee – Scott Althauser

Althauser presented the posted By-Laws and Rules as presented to membership. He reported that the committee had been working on these for the past 18 months or so. He said the goal was to make the

Althauser moved we accept the By-Laws and Rules as submitted. Janna Vice seconded. Accepted.

New Business – Allen Ault

Discussion was opened on the making assumed name of Arlington Association, Inc. another name either Arlington Country Club or Arlington Club to better market the club. Joe Foster mentioned the
possible negative name of Country Club and association it may have in Frankfort with Eastern Kentucky University.

More discussion followed. It was recommended the President Whitlock be given a chance to weigh in on any possible assumed name of Arlington Association, Inc.

With this in consideration, Ault moved that the assumed name be changed to Arlington Club, after discussion with President Whitlock and gathering his feedback. Cook seconded. Passed.

Manager Cizdziel recommended the Paddock and the House closed from December 21 to January 16, 2010. This will allow for thorough cleaning of the facilities. Cook moved we accept this recommendation. Althauser seconded. Passed.

Collier moved we accept the minutes, as submitted, of the July 21, 2009 meeting. Conneely seconded. Passed.

Lyle Cook moved in order to allow Dining Only Memberships (which have been grandfathered in to the current membership policy) serve on the Arlington Board, the Board recommends the following changes to the by-laws.

From this

**Dining Only Membership**

A “Dining Only” Membership entitles the member to enjoy the Arlington House dining facilities privileges all year round, including the ability to reserve the Arlington House for private parties, and according to the dues, fees and charges as established by the Board of Directors and as set forth in the Arlington By-Laws, Article VI, Finances. Dining Only members do not have access to the golf course, tennis courts, swimming pool or Mule Barn. **A Dining Only member shall not be eligible to hold office or vote in Arlington elections.**

To this:

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to the golf course, tennis courts, swimming pool or Mule Barn. *A Dining-Only member shall not be eligible to hold office or vote in Arlington elections.*

Seconded by Cooper. Passed.

Joe Foster asked the Board to consider the recommendation of making Coach Roy and Sue Kidd members emeritus of Arlington. This would mean their dues are waived but that they would be full members. They are to cover their own food/beverage costs as well as golfing fees.

Vice moved we accept this recommendation. Daniel Seconded. Passed.

This is to be presented by Chairman Allen Ault.

Conneely moved we adjourn. Althauser seconded. Adjourned at 7:50 p.m.

Respectively submitted by Jackie Collier, Secretary of the Board, October 23, 2009.