

18 Holer's Mens Club Minutes

Minutes recorded on: July 1, 2025
Location: Highland falls restaurant.

Agenda Items

1. Call to order @ 8:15a

2. Roll Call

Present:

Jeff Thompson (President)
Jay Zornow (V.P.)
Dan Trenholm (Treasurer)
Gary McCollum (Tournament Chair)
John Marslender (Handicapped Chair)
Jerry Deaton (Secretary)
DonVan Osdel (Rules)
Jerry Johnson (Golf genius)
Frank Panfili (skins)
Marion Rotolo (Webmaster)
Pat Woerner (Website management)
Steve Karolewski (Special Events Chair)
Ron Harwood (guest)

Absent: N/A

3. Approval of last meeting's minutes.

Motion to approve: yes

Seconded: yes

Vote: No opposition

4. Presidents Opening comments.

- President thanked Gary and Steve for recent work over the past 3-4 months.
- June 5th meeting received positive feedback from golfers for smooth execution.
- Emphasis on keeping meetings brief and efficient.
- Sponsorships: 4 new lined up, goal is 12; discussion on value and tracking.
- Coordinate Website Update, JD, Pat, and Marion to meet and update the website; Pat to eventually take over backend responsibilities.
 - Aggressive Sponsorship Outreach, After website update, get aggressive with sponsorships; goal is 12 sponsors.
 - Obtain Foursome Certificates, JD to try to get certificates for foursomes to play as sponsor incentives.
 - Add Golf Genius to SOP, Coordinate with Irene or relevant person to update

operating procedures to include Golf Genius positions.

- Divot Filling Initiative, Organize and communicate the August start of divot filling, ensuring it is voluntary and well-supplied. Teams go out 20 minutes early on thursdays. check-in staff not involved in divot filling. Bermuda grass can regrow with sand and moisture in summer; seed not necessary in refill jars, except in winter.
- Finalize and launch the new website in ~3 weeks, roll out advertising packages, and provide analytics to sponsors.
- Venue changed:
 - Lee Fair's request; six golfers unavailable Tuesday mornings.
 - Charlene could not find available rooms at Desert Vista for 3:00 PM.
 - Alternative venues suggested: Summit at Pinnacle, Mountain Shadow.
 - Plan to seek quieter venue for August meeting.
- JT agreed to collect cash for event on 7/24/25

5. Tournament chair & event recap.

- Tournament Planning and Formats
 - Tournament formats set through end of July.
 - Next special event: Labor Day, two-man Pinehurst format.
- Tournament Details, Hole-in-One, and Handicaps:
 - Discussion focused on whether to exclude short holes (e.g., #17 at 106 yards, #3 at 115 yards) from the hole-in-one pot due to perceived fairness.
 - Decision postponed; tees expected to reopen in 2-3 weeks, so no immediate changes planned.
 - Questions raised about whether to also remove closest-to-the-pin and adjust handicaps for affected holes.
 - Arguments presented for keeping all holes eligible, citing the inherent difficulty of achieving a hole-in-one regardless of distance.
 - Motion proposed to either include all holes or exclude all from the hole-in-one pot, with no final decision reached.
 - Questions were raised with no confirmation on whether or not the “beat the pros” tournament was still viable.
- Tournament Logistics, Team Sizes for 7/3/25 Thursday :
 - 65% of handicap being used, no drive minimum.
 - Tournament scheduled with 89 players: 17 foursomes, 7 threesomes.
 - Proposal to use shamble format for threesomes, adjusting team structure as needed.
 - Tees: Gold players use red, gold, white; others use red, white, blue.
 - Current sign-ups: 4 threesomes, 5 twosomes, 3 singles; tracking player splits.
 - Skins game offered as optional participation.
 - Agreement to let threesomes compete against threesomes, foursomes against foursomes.
 - Sign-up deadline enforced; late sign-ups may not guarantee a spot.

6. Special events.

- Clarify Gratuity Distribution, 20% gratuity already included in food pricing. Ask Marvin about the distribution of the 20% gratuity to ensure it reaches the appropriate staff. Pertains to using a tip jar.
- Tony moved to Morningstar assisted living; unlikely to return soon. Tony's eyesight is improving but still cannot read the newspaper; focusing on balance and eyesight recovery. Tony has been a major sponsor for the club. JD and JT assumed Tony's responsibilities to avoid inconsistencies in sponsor contacts.
- Jay assigned to collect food money from attendees at July 3rd tournament. (\$25 per player) Menu includes hot dogs, hamburgers, chicken, coleslaw, potato salad, beer.

7. Treasurer's report & Financials.

- Checking Acc: 5,321.75
- Savings: 6,920.22
- COH: 323
- Total cash: 12,564.97
- No invoicing system needed due to small budget.
- Confirmed: all four sponsors are paid and current.
- Event fee increased from \$10 to \$15; catering cost is \$18 per person, creating a \$3 deficit per attendee.
- Treasurer's report approved by motion and vote.

8. Handicap Report.

- Suspensions: Two members, with end dates noted. Golfer # 1 (ends July 10), Golfer #2 (ends July 17), Golfer # 2 reduced his handicap by 2.5 strokes through frequent score postings.

9. Webmaster Report.

- Coordinate with Marion on Website Backend

Work with Marion and Pat to ensure backend and database systems are understood and accessible.

10. Rules Report.

- Don needs new members sent to him upon signup by Dan.

11. Golf genius.

- Golf Genius Procedures and SOP Updates:
 - Requested addition of Golf Genius positions (Steve, Jerry) to operating procedures.
 - Uncertainty about how to access and edit operating procedures (SOP).
 - Suggested contacting person maintaining SOP; Irene Cudins mentioned as possible contact.
- Website Development and Golf Genius Trial.

- Golf Genius offered a free one-month trial for score input feature. Purpose was to evaluate potential purchase of the premium program. Club decided not to purchase; feature discontinued. Only one SCS club showed interest; proposal voted down by others.

12. Old Business.

- - 65% of handicaps used for this week per USGA guidelines.
- Tee box corrections made; red tees assigned to holes 1, 4, 7, and 10.
- Skins collection scheduled; substitute needed for July 24th.
- Pro shops continue to provide new members with informational booklets.

13. New Business.

- Advertising packages for new website presented and discussed
- New Business: Advertising Packages and Website Launch
 - Current advertising sponsorship lacks tracking of sponsor benefits.
 - Currently 4 sponsors; goal is 12 sponsors.
 - Legal approval obtained for advertising and golf cart promotions.
 - New website launching in ~3 weeks with dedicated advertising strip.
 - Advertising packages: Starter (\$400/year, 150 unique visits), Silver (includes in-ground signs), Gold (\$1,500, cart display), Diamond (\$2,200, insurance for hole-in-one prize).
 - Analytics and QR codes included for tracking ad performance and engagement.
 - Need to follow up with Shane on providing foursome certificates to sponsors as incentives.

Adjournment.

Motion to adjourn: complete
Seconded: complete
Meeting adjourned at: 4:10p