

BOARD OF DIRECTORS MEETING
May 5, 2010

The meeting was called to order by Vice President Dick Crawford at 9:00 am in the Community Center.

Attendees:

Board Members present: R. Crawford, C. Gularson, J. Kennedy and M. Sewald
Also present: Charles Smith

NEW BUSINESS

BIRDIES OPERATION FOR 2010

Dick Crawford called this special meeting of the Board to discuss and approve the plan for the operation of Birdies Snack Bar for the 2010 season. The Board discussed the presented plan and made suggestions to modify it. Charlie Smith, a Salt Pond resident with years of restaurant experience is acting as a consultant to the Board on developing the operational plan.

Facility Prep:

- The outside dining tables will be painted (Crawford).
- Charlie has been cleaning the inside, including the equipment.
- The floor is to be painted before operation starts(Golf Maintenance staff)
- Charlie has test started all the refrigeration equipment and it is working fine. He did note that the upright freezer and the sandwich cooler are old, using now banned R-12 refrigerant and will likely have to be replaced at some point.
- The AC units are all in working order. The Learning Center unit will have to work all summer to help the ice maker be more efficient.
- Charlie has ordered fly bait to help control pests outdoors. Not sure of the effectiveness yet. This will be dealt with in the best way possible, but likely not eliminated.

Operation Dates & Times:

- The plan proposed was modified so that Birdies will open first on the weekend of May 23 from 9am to 4pm. Staff will report a half hour earlier and stay after for daily set up and clean up respectively.
- Coffee will be available for sale in the Pro Shop for early players.
- Starting the week before July 4th Birdies will open at 8am through Labor Day, seven days a week.
- The revised schedule is attached to the minutes.

Staffing:

The Board reviewed the candidates for staffing the operation. Six have been interviewed and accepted positions. Four more interviews are scheduled. The shop will need at least seven people to operate. A call list of at least 10 people will have to be available to cover emergencies. All employees will need the DE ABCC Servers card before work can start.

Promotion & signage:

- Birdies signs will be posted at the Snack Bar, Pro Shop, pool, and the fitness center.
- A prepaid cell phone will be purchased so that orders may be called in ahead of time.
- Charlie, working through vendors will get some additional signage, umbrellas, etc., to spruce up the surroundings.
- Printed menus will be placed on golf carts with the phone number for call ahead orders.

Expenses:

- Charlie previously estimated that about \$1500 in start-up cost will likely be incurred. Half of the amount will be one-time expenses for equipment need in the shop.
- The grill apparently was never cleaned. It has been cleaned and will be steamed cleaned at the end of every day. To do this extra propane tanks will be needed.
- Utilities are expected to run in the \$300 to \$500 range per month.
- Ongoing there will be food and supply orders on at least a weekly basis.

Menu:

- The menu will be simple- hamburgers, hotdogs, simple sandwiches made from bulk supplies. There will be simple salads and ice cream.
- The food supplier – Wagner – will provide the best quality for the cost and with full service even to a low volume operation.
- Charlie is working up recommended prices for the menu offering using a 2.5% uplift over cost. This will assure a reasonable profit for the items sold. Coffee and snacks provide the highest profit margins. The Beverage pricing from last year is good and will be reasonable.
- Charlie will work with Chuck and Mark Hopkins to reprogram the cash register.
- All Snack Bar sales will be cash only – no credit cards.

NEW MOWER PURCHASE

The 2010 Capital budget anticipated that a new fairway/rough mower would be needed this year. Bruce has found a suitable model for \$15,000, \$3,000 less than budgeted. After discussion, the Board unanimously approved the expenditure.

ADJOURNMENT

The meeting adjourned at 10:35 am.

Respectively submitted,

J. Kennedy
Secretary