



Monroe Country Club Newsletter

March 2014



Welcome MCC Members:

Well, have we had enough snow yet? I'm sure we are all hoping for an early Spring and an early thaw so we can once again golf with all of our friends at MCC.

To the Membership:

The Board does not wish to keep a secret that our membership is at a dangerous low. We are on pace to have under 50 Equity Members in 2014. That is about half of what we had 8 years ago. This number needs to increase significantly to sustain just a mediocre financial condition. As we discussed at our Annual Meeting in November, your Board has made it a priority for 2014 to mount an aggressive campaign to recruit new members as well as efforts at broadening our marketing activities for non-members. The hopeful result will be a healthier membership and well attended golf tournaments.

Our alliance with GolfNow, the on-line tee time reservation system, was implemented part way into last season and was very successful. We feel that with additional tweaking of greens fee rates and tee times offered, we can significantly increase our income from this tee time tool in 2014. In particular, we want to focus on those days and times when not many golfers are out on the course.

In analyzing our current new membership offerings, we have recognized that payment of the \$300 bond, in addition to the full equity annual rate, has been a deterrent for some potential new members. Therefore, the Board has decided to develop a series of new, **non-equity** offerings. The rates are intentionally very aggressive, but they also are constructed very differently from the equity membership packages. These new membership categories are focused on one and two year packages. These new members, however, will have no ownership (equity) rights and will not be able to vote on any issues coming before the equity members. We will be implementing a communications campaign using multiple resources to spread the word about these new packages. The rates are as economically attractive as we could make them. **We need all members to assist in this undertaking and to help us find new members.** Details will be forthcoming very soon.

Finally, the Board felt very strongly that we need to do something for our current equity members who have been so loyal to MCC. We are hopeful that the combination of additional income through the **GolfNow** program, plus the possibility of new, non-equity members, will allow us to implement a **rate reduction** for our current members in 2015. There are no guarantees, but it is something we are seriously looking into and wish to make happen.

We will have more correspondence out to all in the near future. If anyone has any questions, or suggestions, please contact any Board member.

If this snow will only melt, we look forward to seeing everyone back out on the course in just another month!

2014 MCC Board of Governors

Board Announcements:

In the December Board meeting, the following Election of 2014 Officers were voted upon and adopted.

- John Dix- President
- Peter Cassidy- VP
- Mark Petersen-Sec/Treas.
- Paul Cassidy
- Pat Welsh
- Rob McHugh
- Bill Troy
- Pete Reilly
- John Higgins

Other Board notes:

- We are happy to announce that in the February Board meeting we approved funding for a new fleet of riding carts. They should be here in late Spring.
- 2 representatives from GolfNow.com attended a Board meeting to help us maximize our exposure and green fees through GolfNow.com
- Board is currently working on extensive marketing plans for new memberships which is tied into new membership packages.
- Discussions on how we can increase attendance of our golf events/tournaments.
- Nelson Hernandez will be back for the 2014 as our Course Superintendent.
- End of the year, Nelson and Peter Cassidy elevated the berm in front of the 8th green. It gives the hole a different look. Please check it out, when you can.
- No major course renovations or Capitol improvements are planned for 2014.

FACEBOOK:

Visit our "Facebook" page and "Like Us". We have listed our new membership rates on Facebook.com so visitors can see us. The more positive feedback we receive the better chances we have that people will try our course.

Just go to Facebook.com and search for Monroe Country Club or just follow this link:

<https://www.facebook.com/pages/Monroe-Country-Club/118031351541986>

Golf Quote:

"This is a game of misses. The guy who misses the best is going to win"

~ Ben Hogan

Visit our website at:

www.monroecountryclubny.com

User I.D. = mccmember

Password = mccrules

Email questions to: info@monroecountryclubny.com