

Milnathort Golf Club: Management Team

Notes of meeting: 5th June 2023



Present:	Jan Gibson	JG		
	Iain Simpson	IS	Martin Scott	MS
	Mhairi Gibson	MG		

Notes

Item	Discussion
1.	<p><u>Apologies:</u></p> <p>Dougie Cleeton & Frank McAtear</p>
2.	<p><u>Finance:</u></p> <p>Looking at the accounts up until 29th May, the income is £3k down on the same period in 2022. There are timing issues as some sales are yet to be processed. The bank account is slightly higher than was predicted.</p> <p>The highlights are:</p> <ol style="list-style-type: none"> a. The comparisons to the cash flow from 2022 show income down c.£3k and expenditure similar. The highlights here show expenditure on energy costs, clubhouse cleaning materials and coffee machine supplies are notably lower than budgeted, but clubhouse salaries and kitchen supplies are higher, with the benefits/additional expenses cancelling each other out. b. F&B income continues to be lower than required as the clubhouse salaries are c.30% greater than income; c. Energy costs are lower than expected d. Good membership income e. A lease is due to end in August <p>Implications of foregoing</p> <p>The foregoing income and expenditure is unsustainable. There will be peaks in June-August but with the club hovering around the VAT threshold and the level of income required to break even with clubhouse costs quite some way off, the probability is that additional expense on VATable income (20%) could be applied whilst the club does not realise that significant increase already, and an additional cost for VAT is troubling.</p>

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	<p>As discussed, and agreed, the club cannot afford to go into the coming months speculatively and must continue to keep a close eye on income whilst managing expenditure rigidly. Looking at the top line where the bank balance is all critical, then the likelihood at the moment is that the club must plan for vastly reduced/no clubhouse service most days from September, at the latest, onwards to significantly impact the outgoings. The club must aim to break even and not rely on the overdraft and other accounts to bail out, as that is also unsustainable.</p> <p>In terms of numbers, and based on the foregoing the club needs to generate an additional c.£25k on sales of all descriptions, and not increase costs.</p> <p>I am concerned about the recently increased hours as we need to see evidence that these are creating an impact on income and not just satisfying the fear factor of having members complain. In the event that the club does not break even in June then these hours should be adjusted and decreased accordingly.</p> <p>Dougie Cleeton</p>
3.	<p>Greens Report</p> <p>We are currently experiencing difficult times with the conditions. Greens are surviving just with the very dry conditions we have.</p> <p>The irrigation is not efficient enough with sprinklers failing on two greens and decoders on all tees not working. This means greens and tees don't all get watered during the night when the water gets into the profile. Companies are looking for fees to even survey our existing system, however I am sourcing costs.</p> <p>By areas having to be watered in the morning the moisture will evaporate during the day and not give greens moisture levels required.</p> <p>Bunkers will receive sand over the next couple of weeks.</p> <p>We will continue to keep on top of the course but inevitably jobs will not be done as efficiently as we would like.</p>

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	<p>Machinery has become a concern with some silly breakdowns on a more regular occurrence. A development plan will be created to be able to replace when the time comes.</p> <p>Jason & Martin</p>																		
4.	<p><u>Clubhouse/Admin:</u></p> <p>New Members – since 24/04/2023</p> <table border="1"> <thead> <tr> <th>Adult</th> <th>Age 25-29</th> <th>Age 19-24</th> <th>GIG</th> <th>Junior</th> <th>Juvenile</th> <th>Mini Member</th> <th>Social</th> <th>Country</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>1</td> <td>1</td> <td>8</td> <td>3</td> <td>2</td> <td>9</td> <td>5</td> <td>2</td> </tr> </tbody> </table> <p>Good April income, finishing £2k above forecast with spend also lower nearly £4k under forecast.</p> <p>Income for May is £1k up from last year. The bar spend looks lower however everything has now been categorized properly so Takeaway is a new additional category this month. Catering is on par with last year for the month. This may be down to reduction in hours from last year.</p> <p>Expenditure is £1k up from last year, the kitchen spend is significantly higher due to increases on food costs. Cleaning & bar supplies along with other expenses are significantly lower than last year.</p> <p>June looks to be a busy month with visiting parties & events. Income forecasted at £18.8k however I would estimate this to be £20-22k by the end of the month based on the past 2 month’s performance. We will continue to monitor expenditure.</p> <p>Upcoming Visiting Parties June-July</p> <p>We have 11 visiting parties booked in for June/July so far. This is a good income stream for the club.</p> <p>We also have 17 events/matches coming up in June & July.</p> <ul style="list-style-type: none"> • Looking to start afternoon tea/high tea as this was popular in the past • Continue to push events over the Summer and into winter, ideas include – afternoon teas, BBQs, Sunday Roasts, Fish Fridays, Quizes, Race Nights etc. <p>VAT Threshold</p> <p>The accountant has informed me that we breached the VAT threshold at the end of March. He is now working on registering us for VAT and more information will follow.</p> <p>Loyalty Top Ups</p>	Adult	Age 25-29	Age 19-24	GIG	Junior	Juvenile	Mini Member	Social	Country	7	1	1	8	3	2	9	5	2
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	<p>Notification went out to members to inform them that we no longer accept loyalty top ups. This has not received any negative feedback, only a few comments but once it was explained that discount is still available there were no issues.</p> <p>Mhairi Gibson</p>
5.	<p><u>Golf/Match & Handicap Update</u></p> <p>BRS/Golf Genius Update.</p> <p>Much has developed and improved with our two systems. Golf Genius and BRS have eventually worked hard together to solve several of the issues we were having and there is great improvement in the way competitions can be set up and processed. After the fixes, a gents' competition can now be set up with five buttons pressed in about three minutes. This contrasts with the hours work it was taking manually before. The fixes have come at a price, however, as the competitions which had been completed needed to be duplicated by Golf Genius and will need to be checked in their new form by us as administrators. This will take time but was seriously helped by GG doing much of the duplicating work. Another plus is that DC negotiated an upgrade of package for us based on the poor performance of GG to date.</p> <p>Ochil League Update.</p> <p>The Ochil League is up and running. At the time of our meeting the team will have played three games and be playing its fourth during the meeting. So far, the team has won Two games and lost One. There is a squad of thirteen players willing to take part and so far twelve have been used.</p> <p>Two members of the squad asked if they could set up a Breakfast Club, nine-hole golf group on a Sunday morning. So far this is proving popular but hopefully might grow still further.</p> <p>Perth & Kinross County Update.</p> <p>Since the last meeting club members have played in county events. Steven MacDiarmid and Murdo McHardy represented us as club champions in the County Champion of Champions event. They finished 7th and 4th respectively. Steven attended the County Spring Meeting at Dunkeld but was unable to play as he was last off in a two and his playing partner failed to attend, leaving him high and dry. We were represented this year in the County's Stroyan Trophy at Strathtay Golf Club by Iain Brown and Steven MacDiarmid in the Scratch Event and Brian McCormick and Martin O'Neill</p>

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	<p>in the handicap. Our teams finished 4th and 10th respectively. Now awaiting draws for The Bell and Coronation Trophies. At the time of typing, the county website is out of action.</p> <p>Club Competitions Update.</p> <p>Club competitions seem to be running smoothly with fair numbers participating, especially in Ladies and Seniors events. Opens too are running smoothly, largely thanks to those running them and their volunteer helpers.</p> <p>Junior Golf and GIG.</p> <p>Junior Coaching is well underway. More on-course work is planned as well as a summer golf camp. Gig coaching is underway too with good sessions taking place on Thursdays.</p> <p>Golf Team.</p> <p>The Golf Team had a meeting on Thursday 18th May and discussed as many aspects of golf in each section as possible. Minutes of the meeting are available should any member of the committee wish to see them. This group of people deserve huge thanks for the work they do.</p> <p>Iain Simpson M&H</p>
6.	<p><u>Governance Report:</u></p> <p>1. Policies</p> <p>a. Course Management Policy – This is still to be uploaded onto the website.</p> <p>Dougie Cleeton</p>
7.	<p><u>Marketing:</u></p> <p>New Scorecard - approved & scheduled for delivery w/c 5th June - full cost for quantity 6k to be covered by sponsorship</p> <p>PayPal/Visitor payment signs approved & to be printed at same time as Half Way House</p>

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	<p>HalfWay House Sign for 8th Tee - approved and to be printed at same time as above. Delivery anticipated as w/c 12th June - full cost to be covered by sponsorship</p> <p>Open Day - successful event attracting good numbers and new members - total of 30 new members signed up since mid-April. Ongoing recruitment initiatives a must throughout rest of season. FM to prepare plan for next 6 months</p> <p>Online/Facebook - FM to propose online plan to focus on key events, socials & membership deals A special thanks to member Bryan Gilmour for all his help in supporting print, design and facebook initiatives</p> <p>High School - 3 taster sessions for S1 pupils now in place</p> <p>PR in community newsletter promoting Open Day, Open, Get into Golf, Social Membership/events</p> <p>Sweetspot Meeting - presentation on opportunities for smart/dynamic pricing of tee times - SS to present MGC case study to demonstrate potential benefits to the club. FM to work with MG to prepare inf</p>
8.	<u>AOB</u>
9.	<p><u>Date of next meeting:</u> Tuesday 11th July 7pm</p>