



Friends of the Norsk, Inc.

Board of Directors Discussions

February 20, 2019

Attendance:

Board Members:

Andy Baber

Matt Anderson

Dan Roberts

Cindy Jenson

Rick Pladziewicz

Marc Schellpfeffer

Mike Woodward; General Manager

Open Public Session (7:00 p.m. – 7:15 p.m.):

None

Closed Board of Directors Session (7:15 p.m. – 9:25 p.m.):

1. Discussion of review and approval of previous meetings minutes

2. Financial Report

- a. The Norsk Golf Club continues to operate in the positive direction through 2019; this is encouraging based on the weather and knowing the winter months have consistently been the slower months for business.
- b. Reviewed increase in labor costs. Mike W. is working with Scott on this to fine tune to a better balance. The group recognizes that the winter months are difficult to predict a regular pattern of patron traffic. The Board has always directed, and continues to direct, the General Manager to error on the side of too many staff for the patrons as compared to being understaffed.
- c. In early spring the Board will be reviewing financials of the winter months isolating the earlier hours of the weekdays during this timeframe to continue to better understand the effectiveness of operations during that timeframe against the annual budget numbers.

3. Committee Reports

- a. Clubhouse Committee will be continuing work to assess the overall building as a whole to develop ongoing maintenance, and long range items that may or may not need to be addressed as it relates to the current facility.
- b. Golf Course Committee continues to work to finalize maintenance agreements for the upcoming season.
- c. Events and Marketing Committee will be starting the planning of Annual Celebration.

4. General Manager's Report

- a. Starting in March look for pitcher, wing, and bowling specials on Wednesdays; information to come on the Norsk Golf Club website; www.norskgolfclub.com
- b. Website Updates
 - i. Live calendar up and running on website
 - ii. Menus now have ability to be downloaded
 - iii. Donor applications and membership applications can be printed off the website
 - iv. Job opportunities also available
- c. Looking at ways to drive golf traffic during the weekdays in the coming season. Stay tuned and look to the website for additional information as it becomes available.
- d. Daily Lunch Specials to be promoted on Facebook

5. Discussion of Improving Outgoing Communication to Donors and the Public

- a. Notes from monthly Board Meeting will be posted on website and brought to attention through the "What's Up" email blast.
- b. An effort has started to be more consistent with keeping up the website, Facebook, and soon to come e-mail blast updates.
- c. A routine "What's Up" e-mail blast is being developed and will be sent out every 2 to 3 weeks depending on monthly activities.
- d. Board determined the best use of resources at this time is to start with a consistent effort to maintain the website, FaceBook, and email blast presence. This will be reviewed and discussed over time to understand its effectiveness.

Next Meeting: March 18, 2019

7:00-7:15 p.m. – Public Comment

Welcome Center