

ANNUAL MEETING OF THE WHITEWATER COUNTRY CLUB

APRIL 23, 2011

1. President Singer called the meeting to order at 2:00 pm.
2. Board members present: Singer, Frawley, Winn, Bronson, Hornickel, Jones
Staff members present: Joe Carollo, Keith Conroy, Regina Ellingson
3. The minutes from the April 25, 2010 meeting were approved unanimously, with one minor correction (name change).
4. Nomination and election of new Directors. Sandy Troemel nominated Gloria Navarre (second Dan Navarre); Jerry Hartman nominated Jeff Winn (second Barb Underwood). Since there were two openings on the Board, both nominees were elected unanimously.
5. Committee Reports
 - a. Greens Committee. Jeff Winn reported that the greens this spring are in the best condition ever. The drainage project is proceeding and will be completed soon, weather permitting. Course Superintendant Sparky Lockhart has been working full time on the course and equipment. Jeff has formed a committee with Gary Kincaid to work on trees on the course. Members were informed that donations for a memorial for Bob Stevenson are being solicited. Information is available at the club office. Jeff asks that any suggestions for the Greens Committee be forwarded to him.

- b. Membership. Paul Jones indicated that he would welcome any assistance or suggestions that members have to increase our membership numbers. We are currently down 15 owner members compared to last year and although it is still early and weather has not been conducive, the trend is very disturbing. Two consultations were held with University of Wisconsin Whitewater marketing students and faculty during 2010. The results of the studies are being used to improve the marketability of the club and to devise strategies to recruit more members.
 - c. Personnel. Crystal Singer reported that staff positions have been filled and that Joe is currently cross training clubhouse staff.
 - d. Financial. James Bronson indicated that we finished 2010 with a balance of (-)\$35,000. Thus far for 2011, the balance is (-)\$10,000 due primarily to startup costs for the club season. He indicated that the Board resolved to keep services this year at the same level as prior years, but if the negative trend continues, difficult choices regarding level of service will have to be made.
6. Clubhouse/Activities. Dan Hornickel reported that the club has the opportunity to purchase new dining room chairs for \$158 each but that purchase has been deferred until the financial situation is more favorable. Voluntary sponsorship of chair purchase may help in this regard. Jeff Winn suggested

that the club hold a "high end" fundraiser to raise money for the purchase. With completion of repairs to the kitchen, the clubhouse is in good condition for the coming season. Dan reported that activities have been set for this year.

7. Old Business. None.

8. New Business

a. Sincere gratitude was expressed to the Swartwoods for their generous donation to the club for improving drainage on the course. Thanks also to the anonymous donor for a likewise generous donation to improve the cart paths on the course.

b. Mike Frawley presented the design for two signs to be placed on club property. One will be placed at or near the current sign at the front entrance; the other will be placed on highway 59. The new signs will be more visible, will present more current information (such as web address) and will be more inviting to visitors in the hope of attracting more members.

Joe clarified how visitors are greeted.

9. Closing Remarks. Crystal expressed gratitude to club staff and the Board for their assistance during this past year. She also urged members to become involved with the club and to participate in events. Thanks to Crystal for her service.

10. The meeting was adjourned at 2:45 pm.

Respectfully submitted,
Paul Jones, Secretary