

SMOKE SIGNAL

www.CherokeeGolfCedartown.com

A monthly publication for the membership of Cherokee Golf & Country Club

December 2011

From the Board

Robert Frost once stated, "Half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep on saying it." I'm pretty sure that I fit into that appraisal somewhere as many of you might agree who have followed these monthly newsletters. The primary inspiration for this month's communication, however, is to bring you up to date with the Board's latest initiatives and our current membership status. Below are some random bullet points that should be of interest to you as we attempt to keep you informed.

- As of the date of this draft our membership status stands at 204 members.
- The Board has been successful in having our Promissory Note on our bank loan extended for three more years (through October of 2014) at a reduced interest rate of 1-1/2 % (from 7- 1/2% to 6%).
- Phyllis Cox coordinated a four-person "Working Committee" of Board members that created a 14 point Revenue Plan that will serve as a stimulus to generate additional income in the coming year. You will soon receive this plan in its total content in upcoming communications.
- The Board currently has several employment search agencies and surrounding Country Club Managers working with us to locate a club

continued on page 2

From the Manager

There's a lot of information from the Board in this month's *Smoke Signal* so I'm not going to take up much space. We have a very full calendar in December which didn't leave room for our usual club functions this month. In January, we'll get back on track with our Bingo Nights, Texas Hold'em and also Steak Night. As always we are open to suggestions for events our members would like to see. Just call and let me know.

Thanks,
Chuck Butler
Interim Manager

Let's 'Share' our membership in 2012!

Cherokee needs and wants members! And we want our current members to recruit them!

Here's the Deal!

- Recruit a New Member,
 - get them to commit to a 1-year membership, and a
 - DISCOUNTED membership rate 20% off the current rates!
- A-N-D you as the recruiting member will get the SAME \$ discount that they get for 1-Year!

HOORAY for DISCOUNTED Dues! Can you believe this DEAL???

Monthly Rates:

Resident/Corporate New member \$164,
Current member savings \$41

continued on page 2

2011-12 Board of Directors

President: Doug Elliott

Vice President: Mike McRae

Secretary: Laura Gammage

Directors: John Burkart

Phyllis Cox

Edward Graves

Lloyd Gray

Rufus Johnson

Rocky Tillery

Staff

Interim Club Manager: Chuck Butler

Chef: Evan Babb

Golf Teaching Pro: Ann Davidson

Pro Shop Supervisor: Hunter Colbert

Telephone Numbers

Club House: 770-748-2800

Pro Shop: 770-748-2996

Golf Teaching Pro: 770-748-9834

Cherokee Golf & Country Club Babysitters List

Ashley Raybun 678-988-7585
Callie McDonald 770-880-1483
Elizabeth Arencibia . 770-749-8762
Ella Peek 770-710-7452
Jessi McElwee 770-466-4960
Jessica Guzman 706-512-6422
Mary Beth Tillery 678-988-1324
Mary Paige Gray 770-843-4525
McCall Pirkle 678-899-5886
Nancy Flores 770-546-1043

Board continued

manager to relieve Chuck of this stressful responsibility. His agreement was to serve as interim manager for 6 months. He has served in this capacity for about 4 years now. It's past time to provide him this relief. The Board is mindful that we are working with a restricted budget for this position. Budget constraints will be a prime consideration as we continue this search. We're encouraged in this competitive job market that we may be able to accomplish the mission of filling this position with our current leads listed above. We'll keep you posted.

- As you're aware the Board has implemented a **4 YEAR 4 PHASE** financial assessment plan that was revealed at the October Membership Meeting. This plan serves as a template for the major repairs and upgrades that have been neglected for years. At the meeting, there were concerns regarding the order of priorities on a few of our recommendations. The Board heard you and will be in contact with you in the new year of 2012. At that time you will be provided an opportunity to assist us with input regarding the order of priorities.
- The last point of this list concerns the "Assessment Payment Plan" that the Board has approved for 2012. You will be issued three options for payment. You will also receive this Plan and its contents in a forthcoming communication.

I wish I could report to you that a bogus charitable organization like the "National Foundation for the Renaissance and Preservation of Small Town Country Clubs" has come forward and provided us \$1,000,000 for our cause. Unfortunately, another year has passed and it hasn't happened. Consequently, at the risk of saying the same thing I've said in past communications, we continue to rely on you, the dedicated members, to assist us in this unified cause of keeping our Club fiscally solvent. This Board has no other agenda than to accomplish this mission. As we've said before, the Board considers you to be our friends and partners.

Any time a new cost increase is imposed in the form of an assessment or monthly dues increase, there is a trend toward some loss of membership. The Board is very much aware of this and all of our financial planning takes this factor into account as we work vigorously to reduce our operating costs to the bare minimum. We trust that those of you who have

weathered the storm with us this far will continue to support the cause. In conclusion, the Board appreciates your continued support and tenacity as part of this Cherokee Golf and Country Club partnership. With my apologies to Mr. Frost, I'll close with the illuminate words of Forrest Gump, "That's all I have to say about that....."

We wish you all a blessed Holiday Season,
Doug

Membership Drive continued

Social New member \$136,
Current member savings \$34
Junior New member \$128,
Current member savings \$32
Minister/Widowed New member \$84,
Current member savings \$21

Rules:

- The new member pays an Assessment/Initiation of \$250 for 2012
- A previous member qualifies as a new member if they have not been a member for at least 1-year.
- The discount only applies to monthly dues, all other food and club charges are full-price.

Announcement!

Golfing Guests play for \$32
(includes cart) + tax for the
remainder of the
year - weekday or weekend!

Congratulations!

...to Ryan Zebeau for
a Hole In One on #17!

2012 Assessment Payment Options

The 2012 Assessment for Cherokee Members will be based on the type of membership you hold. There are 3 payment plans to choose from and we request that you call the Club by December 20th at 770-748-2800 to sign up for the payment plan you choose.

Plan 1 - one payment, due Jan 2012

Plan 2 - two payments, 1/2 due Jan 2012, and 1/2 due July 2012

Plan 3 - four payments, 1/4 due each of these months - Jan, April, July, Oct 2012

Members Annual Assessment

~ Resident \$500 ~ Social \$400 ~ Junior \$300 ~ Minister \$100 ~ Corporate \$500 ~ Widowed \$250 ~

Please contact the Club to sign up for your payment plan as soon as possible, but no later than Dec 20th.

Information about 2012 use of the Assessment:

Your Board identified some of the critical needs of the Club and realizing that everything cannot be done at one time, created a 4-year plan. The Board worked to minimize interruption of services to the members and coordinate the timing of the work items. We wish to thank you for your continued support, and we also wish your continued input into this planning process. While the roof repair is a critical item and must be done, we are talking and listening to you about the other changes we have on our Planning Board.

We want this to be a Partnership with the Members and will regularly revisit these plans. We are planning a Member Appreciation Get-together in January to give you a chance to taste-test some new menu choices and give us feedback for the future of the Club. We welcome your questions and input, and will be setting up a Comment Box in the Clubhouse office, a Feedback from the Members screen on the website, and a phone messaging system Hot Line for your input. And of course, good old fashioned face-to-face discussion.

As a reminder, we have implemented a 4-year Plan at Cherokee to repair and update our Clubhouse facilities and to replace some of our golf course equipment. The past 2 years of very hot weather during the summer and rainy weather at other parts of the years, have pointed out some problems we have in our Clubhouse.

Our Clubhouse has some age on it and is not built with the current energy efficient options which many newer buildings possess. Also, age has affected our roof and heating/cooling systems in the building. This summer, we paid well over \$10,000 in cooling efforts of the building, recognizing that lack of energy efficiencies and cooling equipment issues were escalating our bills. As a result, the Board identified a 4-year building update plan which will have minimal impact on the usage of the building in 2012, and also result in some utility savings starting in 2012.

In 2012, we plan to replace our roof using some new technology that raises our R-rating (energy efficiency) and will result in very little interruption of our member access to the building. We have had some water leakage in the roof in the past couple of years which have created some health department issues at differing times (leaks in the kitchen) and necessitated some repairs to the ceiling in 3 different rooms. Therefore, we will be eliminating some recurring repair costs to the building (leaks), eliminate the health department issues (kitchen leaks), and save cooling costs (increased energy efficiency). These actions help us in lowering utility bills and building repair costs and allowing us to save those funds or spend them on our members' needs for the Club. The second major effort we are undertaking is an upgrade to the current Pro Shop to make it an attractive alternative for our golfers and tennis players, as well as the families of these participants. This will be renamed the Golf and Tennis Pro Shop, and really is the first impression that many prospective golf and tennis members get of Cherokee. For our efforts, we will add restrooms for our players and family members, add snacks and other refreshments, a sitting deck and possibly patio area for families and players finishing their rounds or meeting other players. Currently, golfers and tennis players have to enter the Clubhouse for restroom usage and the Lounge in the Clubhouse for refreshments.

Also, in 2013 we plan to start the 2nd round of Clubhouse updates which will require reduced access to the Clubhouse temporarily while this work is going on. The updates to the Pro Shop will provide our members another gathering place during that time.

We are also planning some tennis clinics and lessons for members and members' children, as well as some tennis competitions which engage our children and adults. We have a good tennis facility and this will make it even better. Our club invites many golfing groups to play our course monthly and the Club receives a good financial contribution to our Club. This increase in tennis and golf activities provides the Club with additional funds and helps hold down our member costs. The upgrade also allows us to reduce wear and tear on the Clubhouse carpeting, reduce the cooling and heating costs for the Clubhouse since these players will mostly enter a smaller building for their restroom and snack needs. The deck will provide a beautiful setting for families and players to relax on.

Our 4-year plan also includes replacement of some of our golf course maintenance equipment. We have not replaced any maintenance equipment in 7 years, and frankly it is just about worn out. Our equipment requires alot of repairs, so replacing some of the worn out equipment will lower some of this repair cost.

More information will be coming to you about the Club. Thanks again for your support

Cherokee Board of Directors

October Bingo Winners!

Savannah Oxenreider

Tom Lowe

Tracey Christian

Kelly Cramer

Carol Austin

Free Dinner for 2 - Matt Christina

November Bingo Winners!

Tracey Christian

Paul Redgate

Norma Debo

Jordan Irlbeck

William Duvall

Free Dinner for 2 - Mary Hannah, Carol Casey

Members' Update - Food Services and Special Events:

Our Food Services group is excellent and receives rave reviews for food and service. Also, you just can't beat the price! However, the pricing has been a big part of the problem for us in the past couple of years.

Cherokee has struggled with the costs of our Food Services department. **Our pricing has not been updated to keep up with our costs, and we are losing money in that area.** As a result, for the past few years, **our membership has had to pay the shortfall in Food Services Revenue through additional dues, fees, and assessments.**

In researching these pricing issues, the Board found that **food costs have increased about 15%** across the board in this past year (info provided by our food distributor) and that **we provided several Special Events pricing at below our costs** (in error, of course), and that in many cases **we have provided our facilities at no cost to non-member** customers. As a result, the Club has been paying the utilities, supplies, and cleaning costs free-of-charge too for these non-member events. Also, we found **inconsistent pricing for the same meal choices.** This occurred primarily through calculation errors, since the meals were calculated separately for each event.

The Board believes that this is not appropriate, and not fair to the Club's membership.

As a result, we have begun making several changes for Special Events that will benefit our membership as a whole. **The major changes include:**

- **Standard menus and pricing**
- **Quarterly pricing reviews**
- **Building related charges for non-members**
- **Minimum persons per party**
- **Billing for items which are additional costs to the Club**



www.CherokeeGolfCedartown.com

P.O. Box 145
Cedartown, GA 30125

As a member giving a party,

- **you will get outstanding service and food**
- **you will still have a multitude of food choices, and the pricing will be consistent to all members desiring to give a party or event.**
- **you will not pay additional building costs, as this will be a benefit of your membership. Please remember that just because a member attends a party, we cannot waive the building costs of a non-member host.**
- **you will be asked to pay reasonable costs which are additional costs resulting from your party (service, linens, additional servers, other items which must be rented for your event).**

These changes are to help us 'break-even' for member events and average \$200 income for non-member events. The \$200 will be used to pay utilities, cleaning, and offset some wear-n-tear on our furnishings.

This may sound like a strange statement, but Cherokee is not in the business to make money. We are a non-profit business whose primary purpose is to provide services beneficial to our members.

We are primarily in the Special Events 'business' to **benefit our members' special events needs (birthday parties, receptions, family dining and special member activities, etc.)** and to **supplement the Club's revenues** from outsider events to aid in keeping our costs for our members as low as possible.

Your Board is focused on accomplishing these objectives in 2012. We welcome your feedback on the changes being made and we realize that some adjustments may be necessary in the future.

Cherokee Board of Directors