

**Minutes of the CGLMC Ltd Pro Shop Sub-Committee Meeting
held in the CGLMC Ltd Office on Tuesday 4th February 2014**

Present: R Reyner (Pro Shop convenor), G Murray, P Sawers, G Paton, W Thompson, J McLeish.

In Attendance: G Duncan (General Manager), C Sinclair (Head Professional).

Meeting began 1830 hours.

1. Apologies

L Gordon, C Yule.

R Reyner gave his apologies for the short notice of the meeting.

2. Budget / Sales Forecast

R Reyner advised that W Thompson and C Sinclair have prepared a budget / sales forecast. This will be submitted to the Finance Committee for approval. W Thompson advised that the plan is to track these figures monthly in order to highlight any performance issues straight away. R Reyner enquired to what the figures were being benchmarked against. W Thompson advised that the number of visitors (footfall / spend per head) will be tracked and also against the budget. A summary will be produced and provided to the Finance Committee for approval.

P Sawers suggested that the clothing deal, VIP scheme and Custom Fitting should all be tracked independently also. The number of paid Custom Fittings will be recorded, along with the number of persons taking up the Custom Fitting offer through their VIP membership scheme.

3. POS System

C Sinclair advised that this system will be up and running from 28th February. Training will take place on 26th and 27th February. The suppliers of the system are currently processing and transferring the data from the old system onto the new one.

R Reyner enquired to whether the till will be able to work out the cost price of an item for the VIP scheme. C Sinclair advised that buttons will be included to work this out along with 10% discounts for members and any other offers. There will be no need for manual input.

W Thompson advised that stock check can also be done using this system, meaning that Pro-Shop staff can carry out stock checks, freeing up Finance staff who would normally carry this out.

R Reyner enquired to whether the committee would like to investigate the keyfob check-in system further, or will it still be done manually using a Season Ticket number? P Sawers suggested that both systems be used in order for players to get used to the new system meaning they have the opportunity to use their number if they forget their keyfob. G Duncan advised that it would take a few weeks for the software to be organised and integrated into the LinksCC system. Using the keyfob system would mean that all players would have to go into the Pro-Shop to sign in, increasing footfall in the shop.

J McLeish suggested that the system be implemented this year with players having the option of using their keyfob or number with the intention of solely using the keyfob next year. The committee agreed to recommend this process.

R Reyner enquired to whether the keyfobs have individual ID's. G Duncan advised that they do. G Duncan advised that the committee would need to decide whether replacements should be charged for. The committee agreed that the first replacement should be free of charge and any further replacements at a cost of £5.00 each. Any faulty keyfobs will be replaced free of charge.

Security Cameras

R Reyner suggested that a camera be placed in the Golf Centre for the instances where all staff are occupied or in the back store. This camera does not necessarily need to record, and would only be used to check on customers when there were no free staff on the floor. G Murray suggested that a sensor could also be included with a bell in the back store, in the case that staff are in the store and a customer enters the shop. The committee agreed, C Sinclair is to look into an appropriate system.

4. TGI

C Sinclair advised that CGLMC Ltd are now a member of TGI. Newsletter training will take place on Friday. This Newsletter will not only provide information on the Pro-Shop, but the whole of CGLMC Ltd. It will be produced monthly. C Sinclair advised that he has asked A Reid and the Head Greenkeepers to provide information on any works taking place on the course that the members should be informed about. Newsletters will be sent via email. L Gordon should also be involved in the content of the Newsletters.

5. VIP

A flyer has been circulated in the past few weeks. The T's & C's have been organised. Players are required to bring their Season Ticket number and asked to sign a contract highlighting the T's & C's in order to sign up for the scheme. It will run from 1st April to 31st March. It was enquired to whether golfers are encouraged to book Custom Fitting etc at the point of sale. C Sinclair advised that the staff are encouraging this straight away. There have already been a few people signing up for the scheme. W Thompson advised that this shows the emphasis that can be put on the Newsletter. The Newsletter can also introduce staff and give the shop a higher profile.

6. Junior Golf

C Sinclair advised that there are numbers attending, but many of those attending are not Season Ticket holders. He advised that the staff are really pushing and encouraging the Juniors to come along, to become members of golf clubs and become Season Ticket holders in order for them to take part in competitions. C Sinclair advised that the weather has been particularly bad this year which discourages some juniors. He advised that the pitch and putt area will be a considerable asset. It should encourage adults to take their children out to play golf. The area should be open in May time. C Sinclair suggested that perhaps a competition to name the course be organised with the schools, as this would make more juniors aware of the facility. The committee agreed. C Sinclair and L Gordon will organise this.

G Duncan advised that the Junior club membership letter is now ready It will be emailed to W Thompson to check over and then the club secretaries will be informed.

7. Staff

Pooled Hours

C Sinclair advised that along with the full time staff in the Pro-Shop, another 2 temporary staff will be employed over the summer (1 PGA Professional and 1 PGA Intern). This will be enough staff to cover holidays, but not to cover sick days. In total there will be 4 permanent staff and 3 temporary staff in the Pro-Shop. It was advised that existing staff have been trained to work in the Pro-Shop and can be used if necessary. As starting will now be the Pro shop responsibility, an assessment of reporting lines should take place. W

Thompson suggested that the tee-head starters should report to the Head Professional, but that this should be organised between G Duncan, C Sinclair and C McLeod.

It was suggested that a camera like the one proposed for inside the Pro-Shop be put onto the 1st tee of the Buddon Links and Championship Courses in order for the Pro-Shop to monitor. The committee agreed that this should be in place as soon as possible. J McLeish suggested that if a player is going to sneak onto the course, they are likely to do it further down the holes, and not on the first tee. This is not common at Carnoustie.

8. Taylor Made

C Sinclair advised that a meeting is arranged with TaylorMade for tomorrow. They will be setting up training for the Pro-Shop staff. C Sinclair advised that he will be asking TaylorMade how they are going to market Carnoustie and how far the marketing will reach. W Thompson suggested that he should ask where the postcode split will take place when people are searching via the internet. C Sinclair advised that there are only 3 dedicated TaylorMade Custom Fitting Services in Scotland, with the others being at Linlithgow and Turnberry. C Sinclair advised that there may be some merchandise that Taylor Made may give to CGLMC Ltd to give to those taking up Custom Fitting.

R Reyner suggested that C Sinclair speak to Taylor Made stockists in the area who might be willing to reciprocate business. C Sinclair advised that he has already had some successful conversations on this matter.

9. Pro-Shop Sub-Committee Remit & Convenor Duties

G Duncan advised that these documents are required should CGLMC Ltd receive Charitable Status, and it is also good practice. If Charitable Status is received, the document will have to be reviewed and approved annually.

W Thompson suggested that the line including 'the Convenor should liaise with the auditor' should be amended to 'the Convenor should liaise with the Finance Manager and Finance Convenor before liaising with the auditor'.

Any other amendments should be emailed to G Duncan.

10. Any Other Competent Business

C Sinclair enquired to how much budget was put against allocation of gifts for visitors. G Duncan advised that in the past the figure has been £5 per person, but this has since significantly reduced. C Sinclair advised that last year's scheme worked very well. C Sinclair suggested that rather than yardage markers only given to those players who request them, they should be given to everyone at the point of sale. The committee agreed. G Duncan advised that the budget will have to be increased in this case.

P Sawers suggested that the Starters should give players information on any works being carried out on the courses on that day. C Sinclair advised that he tried to do this 2 years ago but found it difficult getting the information. G Duncan advised that he believed the greenkeepers would be keen to communicate this information to the starters.

W Thompson suggested that a pin sheet should be offered to all players. Only the Ladies are given a pin sheet at the moment. It was advised that the pin positions can be requested by players. G Duncan suggested that it may be difficult to have the pin sheets ready for 7am. W Thompson suggested that this was something to think about for the future.

R Reyner suggested that an A, B, C, D system may be more efficient, but not as accurate.

R Reyner advised that an agreement needs to be put in place for any Professionals playing out of Carnoustie and who are using the Carnoustie Golf Links name. Currently there are no contracts in place with these Professionals and it is against the PGA rules. W Thompson suggested that there should be guidance rules put in place to advise when and where Professionals can use the Carnoustie name and how they should conduct themselves when representing Carnoustie Links. R Reyner and C Sinclair should work together to draw up an agreement. W Thompson suggested that there should be an attachment to this agreement covering playing which would cover any professional playing under the name of Carnoustie Links. P Sawers suggested that informal discussions could take place with these Professionals to ask what they require from CGL. An agreement will be drawn up. C Sinclair will contact the PGA for advice.

The next meeting will take place on 4th March and will then likely take place every 2 months following.

There being no other competent business, the meeting was then closed at 1930 hours.

KS