

**Minutes of the CGLMC Ltd Pro-Shop Sub-Committee Meeting  
held in the CGLMC Ltd Office on Tuesday 10<sup>th</sup> December 2013**

Present: W Thompson (Pro Shop Convenor), R Reyner, G Murray, J McLeish, G Wilson.

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

Meeting began 1855 hours.

**1. Apologies**

P Sawers.

**2. Head Professionals Report**

C Sinclair advised that the September and October sales were normal. He advised that things were different this year with the Tassie and Dunhill both falling in the same month, but over the 2 months the sales evened out. The November footfall is down on last year and therefore the sales are down also. Last year members were asked to check in via the pro-shop which meant more sales. J McLeish asked G Duncan whether plans had been looked into for the re-arrangement of the Pro-Shop which had been discussed at previous meetings. G Wilson advised that this will be discussed further at the next Major Projects meeting.

All seasonal staff are now finished. Robert is in France and Nicki now has a study timetable organised for his resit exam. He is meeting with his mentor along with others to help him through the exam. W Thompson noted that he hoped Nicki would be successful in his exam.

This is a busy time with suppliers, as all pre-booking for 2014 is currently taking place.

All staff training is going ahead as per CGLMC Ltd policies.

Training updates are taking place on the Flightscope machine and CPD work is being undertaken.

C Sinclair is taking part in the Harrogate Show which includes CPD's and meeting suppliers.

C Sinclair is to take part in a tournament at Lake Nona and Isleworth in January.

The Junior Coaching programme has moved inside the hotel for the winter. C Sinclair advised that the numbers were good. The winter league numbers are also good considering the recent weather. J McLeish advised that the report suggested that the winter league numbers are declining. C Sinclair agreed, but suggested this was probably due to the bad weather.

**TGI**

C Sinclair advised that TGI approach the Pro shop year on year offering support and advising that they can organise a newsletter that can sent out to members. He advised that CGLMC Ltd currently receive 1% cashback on purchases from TGI. To purchase the newsletter template and the support that comes with it would be £450 per year, with an initial payment of £1,000. C Sinclair advised that CGLMC Ltd would receive around £2,500 back on purchases through the 1% scheme, so in essence it would pay for itself. He recommended that CGLMC Ltd go down the E-Newsletter route as currently a large number of email addresses are held for the members. G Wilson enquired to whether only information in regards to the shop

could be put in the newsletter. C Sinclair advised that any information could be included. C Sinclair advised that if CGLMC Ltd sign up in the coming year, all purchases made for this year, (even if they are made before joining the newsletter scheme) would be included in the 1% cashback scheme. After discussions, the committee agreed to propose joining TGI to the full board.

### **3. Updates**

#### Junior Golf

W Thompson advised that he had presented his own notes from the previous full meeting where this item was discussed. He asked for approval from the committee that his interpretation of the discussions were correct.

W Thompson advised that it was proposed that there be golf club membership offered to all juniors (with age and handicap restrictions) at a cost of £20. The payment of £20 would be paid by CGLMC Ltd to the club selected by the junior, meaning the junior would pay no fee. The junior would also be allowed access to the other two clubs involved in the scheme. The clubs involved are the Caledonia, Carnoustie and Carnoustie Ladies. Any additional funding required by the clubs would have to be requested and would come out of the junior fund gifted by the R&A.

G Wilson noted that the reason this item is being discussed at this meeting is because it was agreed that with C Sinclair sitting on this committee it would be appropriate to hold such discussions at this meeting.

W Thompson suggested that any funding requests from the clubs would have to be brought to the Pro-Shop Committee for discussion before being presented to the directors.

It was advised that approval of this scheme would have to be sought from all clubs involved.

G Wilson advised that the SGU are currently running a similar scheme where clubs are offered a fee when they take on juniors as members. It was recommended that clubs look into this further.

G Murray said he was very supportive of junior golf, but he could not support a situation where money is given directly to the golf clubs in this manner.

R Reyner advised that he would not be supportive of giving clubs £20 when juniors join. He advised that he would be happy to review any funding request and suggested that juniors should be encouraged to join clubs and not forced.

W Thompson said this initiative had been discussed and approved by the committees of the three clubs involved, which included R Reyner's club. The idea behind the scheme would be that juniors decide which club they would like to be a member, this will be their core club, but they will have access to all facilities and tournaments associated with the other clubs involved.

Discussions were held regarding whether a £20 fee should be given to the clubs. R Reyner, G Wilson and G Murray were against this suggestion.

G Wilson proposed that, if the clubs had specific initiatives for juniors that required funding, then they could present a request to CGLMC Ltd.

J McLeish suggested that the reason juniors are not joining clubs is not because there is a fee involved, otherwise the Caledonia club, who have free junior membership, would have lots of members. It was agreed that the clubs have to make a conscious effort to encourage juniors to join them.

W Thompson advised that he would like everything agreed before the Season Tickets go out at the start of the year.

W Thompson will go back to the clubs with the new proposal that no fee be paid to the clubs when a junior joins, and any funding required by the clubs can be submitted to CGLMC Ltd for discussions.

#### Junior / Adult Season Ticket Fastrack

This item has been referred to the Season Ticket committee for discussion. Discussions were held regarding the requirement to have a handicap to play on the Championship course and whether it was being monitored.

R Reyner suggested that juniors should be reminded that in order to progress to an Adult Season Ticket, they must have a handicap. This will be sent out as a reminder in the Season Ticket renewal letters.

#### VIP Programme Update

W Thompson advised that general approval of this proposal was given at the last full meeting. Custom fitting and hardware will be discussed later.

The VIP membership would only be available to members. G Duncan confirmed that VAT is required to be added to the fee.

G Wilson suggested that terms and conditions should be written up in order to be ready for the start of the season. Discussions were held regarding where membership could be signed up for (Pro-Shop or office, or both). W Thompson advised that it would take a week to draw up the terms and conditions. Once this is completed, a formal document will be drawn up. The VIP membership could be advertised on the member's area of the website, along with flyers being included in Season Ticket renewal letters, and the TGI newsletter.

R Reyner enquired to whether terms would state that members could only buy in their own size. W Thompson recommended that within reason, members should be allowed to buy gifts for other persons. Discussions were held regarding whether members could only buy for themselves or not.

W Thompson then advised that he, along with C Sinclair, would draw up draft T's & C's for next week. This scheme can be monitored over the first year and reviewed at the end of the year.

J McLeish suggested that it should be included in the T's & C's that a member can be excluded from the scheme immediately if they are seen to be constantly purchasing items for others.

#### Custom Fitting

W Thompson highlighted that there was a difference between custom fitting and selling hardware. The staffing profile and budget that has been drawn up is assuming that the Pro-Shop takes on custom fitting, and not hardware sales. This is an increased service from what CGLMC Ltd currently offer. It is intended that a fee will be charged to custom fit and the golfer will be given a prescription which they can take to another retailer and purchase the clubs they have been fitted for. C Sinclair advised that people ask for this service every day in the Pro-Shop.

R Reyner enquired into the figure of £8,000. C Sinclair advised that this is on a projection of 200 fits at £40 each.

W Thompson advised that it is hoped that Taylor Made suppliers that do not have custom fitting facilities will recommend that golfers visit Carnoustie to be fitted. Linlithgow is the only other Taylor Made club fitting facility in Scotland. R Reyner advised that they have outdoor fitting facilities.

Figures have been added into the budget to accommodate for any extra staff required. Next year the Pro-Shop opening hours will be longer in the summer and shorter in the winter.

£40 will give a 1 hour session from a PGA professional golfer. C Sinclair advised that this is a much better service than being fitted by a technician.

The committee then agreed to trial this scheme for 1 year before even considering hardware. This will be presented to the full meeting for final approval.

The figure of 200 expected fits is dependent on referrals from other suppliers in the area. C Sinclair advised that he referred 70 members to Linlithgow this year.

#### **4. Budget Process Update**

W Thompson advised that he worked with G Murray on the figures to make sure that they fitted in line with the rest of CGLMC Ltd's finances. W Thompson advised that the new layout of the figures will keep the Pro-Shop separate from the rest of the company. Staff numbers have been assessed to deal with opening hours and the overall workload in the various different areas which have to be covered. W Thompson advised that lots of effort has been put in by G Murray, G Duncan and D McDonald, as well as both he and C Sinclair. The figures will be tracked monthly at the Pro-Shop committee meetings. These figures will also be reviewed at the Finance committee meetings. R Reyer enquired to whether the cost of the shop per m<sup>2</sup> had been calculated. W Thompson advised that this is a matter for the Finance committee and the budget will now be passed to them for review and recommendation to the full board.

#### **5. Issues Arising**

There were no issues.

#### **6. Any Other Competent Business**

There was no other business.

There being no other competent business, the meeting was then closed at 2005 hours.