

**Minutes of the CGLMC Ltd Pro Shop Sub-Committee Meeting held in the Committee Room at 20 Links Parade on 21<sup>st</sup> January 2016.**

**Present:** I Frier (Pro Shop Convenor), C Yule, L Gordon, G Murray, G Paton, A MacKenzie

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

Meeting began at 1900 hours.

**1. Apologies**

P Sawers, J McLeish

**2. Declaration of Interest**

I Frier said he declared an interest with regard to any matter directly connected to caddying.

**3. Head Professional's Monthly Report**

C Sinclair said the number of VIP customers now exceeded 100. The sales figures over the Christmas period had remained strong despite the poor weather. There were no questions for the Head Professional regarding his report.

**4. Strategic Partnership Report**

C Sinclair explained that we had a long standing relationship with Adidas. W Thompson and he had met with Adidas on 3 occasions and the result was the draft contract now being presented to the Trustees. He explained that the contract was very similar to the one currently in place, but we were now being offered better terms. The proposed contract was over 5 years whereas the previous contract was over 3 years. C Sinclair said that Adidas were selling Ashworth but a replacement brand would be available.

G Murray asked whether the contract meant we could only sell Adidas caps. C Sinclair confirmed that we had 2 other hat suppliers, Imperial and American Needle.

G Murray asked if he could confirm what was meant by Adidas being our preferred sports brand. C Sinclair said this meant we showcased their products in the Adidas shop within the Professional shop, but it did not prevent us selling merchandise from other suppliers.

I Frier said the terms and conditions represented an excellent package for us and Adidas had

been a strong partner in the past.

The sub-committee agreed to recommend the strategic partnership contract to the full board for approval.

## **5. Kinsey Online Proposal**

C Sinclair explained how the proposal would work. He said Kinsey Partnership would take control of the whole operation and there would be no involvement from the Pro Shop staff. Kinsey Partnership would:

- Design, develop and implement an improved Carnoustie e-commerce platform.
- Prepare and maintain collections.
- Manage the day to day running of the website, order fulfilment and after sales care.
- Improve the digital experience when shopping for Carnoustie merchandise.
- Promote and grow Carnoustie e-commerce sales.
- Postage will be charged per order on varying rates depending on where the shipment is destined.
- Kinsey Partnership propose to offer free UK shipping on orders over £100. International will be charged.
- With any returns a debit note will be raised against the relevant payment. ie. Royalties are paid quarterly based on net sales (sales less returns).

I Frier said there was no risk to us and as well as providing a much improved service, there would be some financial benefits.

The sub-committee agreed to recommend the Kinsey Partnership proposal to the full board.

## **6. Customer Journey Report**

I Frier referred the sub-committee to the detailed Customer Journey Report and recommendations that had been provided to the Trustees. He showed a series of photographs that had been taken at Turnberry, Prestwick, Troon and Kingsbarns.

I Frier said the visits to the other venues had confirmed, that in his opinion, these venues were providing a higher level of customer service than Carnoustie. He referred the sub-committee to the recommendations contained within the report.

G Murray said the costs for the proposals were high and would have preferred that they be submitted to the Finance sub-committee for scrutiny. I Frier agreed this would be appropriate but asked that each of the recommendations be discussed in turn.

A discussion took place as to who would be responsible for the bag handlers and concierge. A MacKenzie said he thought this should be the golf Services Manager.

### 1. Communication System

It was agreed that this would be an excellent addition to our daily operation and would allow for much smoother communication between staff. The overall cost was £5,355 and it was agreed that, due to the low cost this could go directly to the full committee for approval, without having to go via Finance.

### 2. Portakabin

G Murray suggested, rather than erect a portakabin which would be unsightly, the Carnoustie Hotel be approached to see if the bag store area could be turned into a caddie room. The caddies could then be summoned from their base in the hotel via the radio communication system.

It was agreed to recommend that G Duncan approach the Carnoustie Hotel and identify if the bag store could be used as a caddie room in terms of the legal agreement.

### 3. Staffing

Due to the cost of recruiting additional seasonal staff it was agreed that this item should go forward to the Finance meeting on the 25<sup>th</sup> January. A MacKenzie said that it may be required to pay more than the living wage to get suitable people as concierges.

### 4. Bag Storage

It was agreed not to proceed with this item at the moment.

### 5. Four Screen Visual Wall

It was agreed that this would be an excellent addition to the interior of the Golf Centre. The overall cost is £5,950 plus £89 monthly and it was agreed that, due to the low cost, this could go directly to the full committee for approval without having to go via Finance.

I Frier asked if more details could be provided regarding the warranty. C Sinclair said he would obtain that information. G Murray said he knew of a supplier of this type of equipment. I Frier asked if he could obtain a second quote. I Frier said he would seek approval in principle from the full board prior to the second quote being obtained.

## 7. Any Other Competent Business

### Golf Centre Physiotherapist

A MacKenzie asked that the physiotherapist be approached to amend his sign, which incorrectly read Carnoustie Golf Club. G Duncan said this had been done.

There being no other competent business the meeting closed at 2030 hours.