

PSA Board of Directors
October 30th 2021. 9:30AM

Meeting called to order by President Betsy Larson at 9:30AM

Board Members Present-President Betsy Larson, Vice President Melissa Emily, Treasurer Gail Miller, Secretary Susan Slaven, At-Large Tony Piano, At-Large Ken Surface, Greenridge Rick Charles, Front Nine Jack Krajnak, Fairway Knoll Ken Surface, Harbour Pointe John Menne, Pointe Retreats Susan Slaven, Bay View Glen Adams, East Bay Paul Browne, Woodridge Sandra Hulse, Waters Edge II Dan Dodge, Waters Edge Ctyd. James Bottorff, Waters Edge I John Teising, Bay Pointe Judy Stout, Eagle Cove Sherry Kay, LaSalle Woods Kevin Moyer, Eagle Bay I Trent Speer, Eagle Bay II Alan Hogan, Pointe Cove Mike Cox

Board Members Not Present-Milan Milivojevic- Executive At Large

Management Partners Present- Doc O'Neal and Ed Sahn

"Go Forward" Plan-

Permits will be applied for and contracts will begin immediately. Over- seeing the projects will be with construction background volunteers.

Motion to move forward with the strategic planning committee to execute and oversee the project. Motion approved by Alan Hogan and seconded by Trent Speer. Motion passed by unanimous vote.

Motion to seek short term funding by Ken Surface and seconded by Judy Stout. 1 abstain. Motion passed by majority vote.

All funds received from the special assessment will be in a separate account. Options to pay the full amount of \$1200 up front will be available and payments will begin January 1, 2022. This assessment will be considered a lien on all property transfers starting January 1, 2022.

Treasurer's Report- Gail Miller

This will be reviewed in January of 2022

<https://www.dropbox.com/s/musu3n9oofjok00/PSA%20Fin%20Oct%20BOD%20Mt.pdf?dl=0>

Golf Financials- Gail Miller/ Doc O'Neal

<https://www.dropbox.com/s/ty11b0h317gcnf6/GC%20%40%20EP%20Fin%20Oct%20BOD%20.pdf?dl=0>

Golf Operations- Doc O'Neal

- Brian Meyer as new controller over golf operations and Jarod Downing as Vice President of finance.
- Rounds of golf thru October 25th- 19,921 rounds
- Golf shop merchandise sales \$83,962
- 14 Golf outings for 2021
- Creating new leagues for 2022.
- Marketing plan for golf- Golf-Now, Group-Golfer and more social media activity.

Sahms Financials- Ed Sahn

<https://www.dropbox.com/s/hisns2yfgyjqrz/Sahms%20Fin%20Oct%20BOD.pdf?dl=0>

Sahms Marketing- Jordan

- First point of action is to establish what our brands are in this area.
- Brand refresh- "Sahms on the Pointe" Full brand identity.
- What will speak to our clientele that supports our goals of the operation.
- Possible marketing with a shield that supports shelter, great product, tradition.
- Code of arms the "Eagle on The Pointe" ties in our location at Eagle Pointe.
- Wanting this to be a destination that is open to the public.
- Brand and color marketing will represent reliability and value.
- Typography menus to be easy to read and crisp including an updated web site.
- Launch plan reintroduction to the community November 8th even and open to all that wish to come. Must register to come for proper food expectations and building occupancy.
- Uniforms continuity to be established.
- Capitalize on the marketing to the neighborhood first.
- Food prices have increased by 30-40% and the new menu will have some price adjustments.

2022 Security and Beyond- Betsy Larson

- Two new computers and cameras are needed at an expected cost of \$13,000. The loops to keep the system going will cost an additional \$6,000 plus asphalt. The system currently being used is near its end of life and difficult to locate parts.
- Security Pro Services contract expires 12/31/2021. We should have a new contract for review in the next couple of weeks. The new contract will be for a year but can be canceled at any time without penalty.
- Executive committee is looking at new system options to provide to the BOD at the next upcoming meeting for further discussion.
- Remotes have been ordered and scheduled to arrive soon. Compatible issues with the old system have caused much difficulty and so far we have not been able to obtain new cards.

Open Board Meetings w/ community- Betsy Larson

The Board of Directors will allow the community to be present for the quarterly meetings. If any voting is necessary the meeting will go into a private executive session.

Open Discussion

Five new golf course equipment arriving by April 2022.

Sahms Clubhouse:

- Food prices have increased by 30-40% and the new menu will have some price adjustments.
- New branding with an open house on the 8th of November with Eagle Pointe community to be invited. (must register in advance due to limited occupancy).
- Bar with food service will be open during construction.
- Brunches will be served starting mid-November

Motion to adjourn by Alan Hogan and seconded by Melissa Emily at 11:00Am

Minutes by Secretary Susan Slaven

Motion to Approve October 30th BOD meeting minutes by Kevin Moyer and seconded by Rick Charles through email.