

Summary of Golf Consult

Presented to Members 1/14/16

Excellent consult & presentation

Key Points:

1. Golf Course salvageable, as is
2. GC badly mismanaged for years.

Mismanagement Issues:

1. Entire Ops. disorganized & poorly managed.
2. Union contract unworkable, esp. re benefits.
3. Course condition very poor, e.g., "one of the worst we've seen."
4. Lax, undisciplined mgmt.-style = ditto with staff.
5. Under-skilled, under-trained staff.
6. Very poor return-on-investment for Assn. members, e.g., high exps. & poor results.
7. Poor customer service.
8. Inadequate marketing.
9. Exceptionally High Health Insurance costs.
10. Safety Code violations in Pro Shop, Maint. Barn, e.g., chemical & equip. storage.
11. High comps.; questionable use of comps.
12. Very disorganized Pro shop, offices, maint. areas.
13. "It didn't get this way overnight."

Other:

1. Brandon Coulter was GC Super. from at least 1998 to April 2014.
2. Dave Chandler May 2014 to Jan. 8, 2016.