



UWF Business Enterprises, Inc. Board of Directors Meeting

UWF Building 10 Room 131
Meeting/Conference Call
SHCC Planning Session Update
June 19, 2015

Present

Chair K. C. Clark, Secretary Suzanne Lewis, Vice President Betsy Bowers, Member Hal White, and Staff Support Secretary Tiffany Nisewonger.

Guest: Tammy Ford

Welcome/Opening Remarks

Member Lewis requested the conference call to update Chair Clark on the progress of the Scenic Hills Country Club (SHCC) Workgroup.

SHCC Workgroup Charge:

On May 4, 2015, Chairman Clark charged Secretary Lewis, along with staff ICEO Barnett, General Counsel Lott, and Interim Vice President Bowers to

- collect data regarding SHCC and the golf industry,
- generate ideas, and
- give to groups to specifically execute them.

As noted in the May 4, 2015, Strategic Planning session, BEI needs to focus upon accomplishable goals and have a BEI Board member to “champion” each goal.

Informational Items

The SHCC workgroup met June 11, 2015. This planning session focused upon concepts, structure, participants, and format. The workgroup performed the following activities.

- 1) Reviewed May 4, 2015 Strategic Planning Notes, the Tiger Point Golf Course Consultant’s report, the ServisFirst Appraisal of SHCC-June 3, 2015, and the FY15/16 budget for SHCC. Additionally, a SWOT analysis of SHCC General Manager was provided by Barnett. The workgroup identified next steps:
 - Synthesize the data.
 - Summarize information to provide an overall picture/financial condition of SHCC and golf environment today.
 - Consolidate SHCC financial data to be presented in similar format to the Tiger Point Consultant’s Report.

- 2) Developed purpose and an outcome statement for the workgroup: The workgroup identified various options for SHCC's future operations and recommend to the BEI BOD appropriate actions for the long term viability of this BEI/University asset (SHCC): Three options were identified as follows:
 - Sell the SHCC.
 - Lease SHCC to an outside party.
 - Retain SHCC as a self-operation using various strategies to increase revenue that will result with a minimum fiscal year end cash neutral position, and preferably, a positive cash position.
- 3) Determined workgroup structure: Since this group will be making recommendations to the Board, it must be Sunshine group, whose meetings will be publically noticed and minutes kept.
 - Three types of contributors were created: workgroup members (doing the research, identifying alternatives, and making recommendation to BEI Board, presenters (giving formal presentations, sharing ideas and research), and participants (listen to the presentations and workgroup discussion and provide written feedback during work session).
 - Staff (Barnett, Bowers, Lott, other UWF employees) may assist any one member of the workgroup without having to publically notice any interactions.
- 4) Identified potential members of workgroup, presenters, and participants.
- 5) Created the format of the Workshop
 - Welcome and Introductions will start the workshop. A facilitator will be used. Additionally, BEI Board Member Lewis will serve as leader. A possible facilitator was identified; VP Bowers will contact Patti Spaniola, Program Director, UWF Continuing Education.
 - Public Comment would occur at the of workshop
 - Overview of SHCC situation and May 4th strategic planning section will be covered by Secretary Lewis.
 - Presentations followed by participant feedback exercises at the end of each presentation will occur.
 - Wrap Up and Summarize of workshop will end the meeting.

The workgroup will hold subsequent meetings to vet ideas and create recommendations;

- 6) Identified other southeast universities with golf courses: Walker Golf Course, University of Florida – Mark Bostick Golf Course, University of South Alabama – Golf Pines Golf Course, University of North Florida – Hyatt Learning Center (4 practice holes).
- 7) Discussed miscellaneous ideas/thoughts:
 - Have name badges: workgroup, participant, or presenter.
 - Develop pre-scripted questions for participants to give feedback (write answers), after each presentation (e.g., Based upon the information you heard and presentation(s) made, what was new? What did you like? What concerns you?).

- Prepare scenarios of various SHCC membership fee structures; reduced monthly fee for members.
 - 650 introductory memberships were sold at SHCC last year; these need to convert those into SHCC memberships.
 - Future budget/goal is to create a financial reserve and to budget for capital improvements and equipment needs.
 - Travel costs would be paid to the presenters from out of town (Troy and FSU).
 - Take the Best of the Bay award and use this as marketing leverage; e.g. send a letter to 650 introductory members and offer them a special deal to become members.
- 8) Identified tentative dates for workgroup, with the goal of being thorough yet completed early, and present at the September 21, 2015, BEI BOD meeting.
- Monday, June 29, 2015 – 1:00 p.m. Planning group will meet at UWF.
 - Monday, July 27, 2015 – 11:00 a.m. – 3:00 p.m. formal workgroup session will be held at SHCC.
- 9) Identified next steps:
- ICEO Barnett to pursue membership rate changes and implement them.
 - Get SHCC numbers/data that would be similar to Tiger Point information (ICEO Barnett to get FDO Business Manager Pursell to assist).
 - Contact the workgroup members to get their commitment to serve on the workgroup.
 - Contact presenters, ascertain their availability on July 27, 2015, and obtain their commitment to present at workshop.
 - Contact participants and get their commitment to attend workshop.

Chair Clark encouraged the workgroup to continue with their efforts to collect data regarding SHCC and move forward with identifying goals and recommendations.

Other Business

None

New Business

None

There being no further business, the Chair adjourned the meeting at 4:00 p.m.

Respectfully submitted,
Tammy Ford, Assistant Staff Support Secretary