

2009 MEMBERSHIP REPORT

The economic climate of 2009 provided many challenges for the Membership Committee. In January, I attended a conference with General Manager, Jim Malley put on by the Canadian Society of Club Managers entitled, “ The Economy And How To Weather The Storm”. Emphasis was placed on providing flexible initiation payment plans, as well as the importance of maintaining and expanding the number of young adult members by increasing the age category. Recognizing the importance of enlarging our young adult membership base, a decision was made to expand the young adult age bracket to “25 to 40” years of age. This resulted in 33 memberships being paid in this category in 2009 which is an increase from 18 in 2008 when offered for ages “25 to 35”.

The Membership Committee worked closely with the Marketing Committee to encourage new membership through the Member Incentive Program, Introductory Program, Amnesty Program and Deposit List. These programs resulted in 24 new adult members joining the Club in 2009.

During 2009, the Introductory Program attracted 24 participants resulting in 18 of them officially joining the Club and committing to initiation by October. An additional 3 new active members were generated from those wishing to join from the Deposit List. The agreement with Mair Mills to purchase 8 Initiations as part of the Hole 3/4 agreement also resulted in 3 new members. As of this report, 2010 non-active dues have been paid on the other 5 initiations.

The final total for our 2009 Active Adult membership category was 582 members. This was a reduction of 50 members from the 2008 total of 632. At each monthly meeting, the Committee reviewed the debenture surrender activity. Debenture surrenders are categorized under the headings “ Joined Another Club”, “Medical Issues”, “Does Not Play Enough”, “Moved Away” and “Delinquent.” This information proved to be a valuable means for the Committee to better understand our operation through the exit process of each member. During this fiscal year, 48 Debentures were surrendered. A large number of those who surrendered their debenture in 2009 were recipients of the free transfer of the “Di” debenture in 1998. They had annually paid active dues since 1998 but were not overly active at the Club. The change in economy resulted in the surrender of many of these debentures this year. In 2008, these debentures holders only played a total of 593 rounds.

The reduction of Junior membership dues in 2008 enabled our Junior Program to expand from 46 members in 2007 to 78 participants last year. In 2009, the Junior Program reached a level of 103 members which resulted in a very successful Junior program.

The following is a summary comparison of our 2008 and 2009 player memberships :

2008	2009	
632	582	(Adult)
71	79	(Debenture Youth Categories)
35	64	(Season Pass Youth Categories)
)		
=====	=====	
738	725	Total

Our annual New Members Reception was held on May 23rd. The reception provided an opportunity for the new adult members, their spouses, primary sponsors and members of the Membership Committee and the Board to meet and discuss the benefits of membership. The day was attended by over 70 people and was declared a great success by all on hand. The popularity of the New Members Reception resulted in a very successful New Members Golf Day held on July 9th.

During this fiscal year, we mourned the loss of the following members and past members: Helen Bevan, Jim Hall, Bill Fleming, David Wedgbury and Norm McGrath. We extend our deepest sympathy to their families during this difficult time.

In September, the Membership Committee worked with the Marketing Committee in the promotion of our 2010 Introductory Membership Program, as well as the development of a new Corporate Debenture program. The 2010 Introductory Membership promotion resulted in 6 participants.

At fiscal year end, there were 50 applicants on the Deposit Wait List. This number includes the 2010 Introductory Program participants until such time as they officially join the Club. Those wishing to join in 2010 will be subject to an initiation rate of \$ 9,000 per adult which may be paid in either a 1,2,3,4, or 5 year plan.

I would like to thank Committee members Bill Anthony, Stu Brown, Jim Godin, Wendy Mitchell, Ron Mutch and General Manager, Jim Malley for their valuable input this season. Due to the number of Clubs in the area, it is important that we continue to focus on the promotion of new memberships to ensure the success of our fine Club.

Respectfully submitted,

Barbara Bartlett
Membership Committee - Chair