

Marketing Communications Committee  
Minutes for 2009

## MARKETING COMMUNICATIONS COMMITTEE MEETING

January 8, 2009

### MEETING NOTES

Walker Competitive Assessment: Completed by John Bittenbring for primary FCCC competition.  
(Will be circulated separately)

Suggestion box: CCMA website has Contact Us capability. E-mail goes to AI D, who forward to appropriate person for response. Need to publicize this capability.

Marketing Comm Role: Advise other committees if requested, not execute

#### Agenda Items for CCMA/FCCC mgt meeting

- Dues & Walker Fees Reaction
- Membership status
- Membership Breakdown
- Early Payment
- Survey
- Next Membership Drive
- Event Communication/ E-mail list
- FCCC Competition
- Social Membership: FCCC Entry Level Program
- FCCC Handbook ( before March 1)
- Annual Meeting
- Regular Meeting Date & Time

Proposed agenda sent to Larry S. Will call him on Monday afternoon if not gotten a response.

#### Communications Guidelines to be published in next 2 weeks

- "Media" - Publicity Locations List (Will be circulated separately)
- Timing & Frequency
- Message

Need to put together a 2009 Event Calendar & Publicity Timing

#### Website

- New pages for House – Social – Marketing Communications now available
- Need to develop Blast E-mail capability

#### Other Issues

- Two Rivers has created a new position – Director of Marketing & Membership Development. "Successful achievement of 'growing our business' requires the full time leadership and dedication of a professional."
- Add Tom Lamb... [thomaslamb@verizon.net](mailto:thomaslamb@verizon.net) to distribution of committee minutes for website posting

Regular Monthly Meeting Date established. 1<sup>st</sup> Thursday of month at 3PM.

**MARKETING COMMUNICATIONS COMMITTEE MEETING NOTES**  
**MARCH 12, 2009**

Present: John Bittenbring, Barry Golliday, Gary Krull, Tom Lamb

**Survey:** To be finalized at the CCMA/FCCC meeting on Monday, Mar 16. We are recommending 10 questions for elimination to get the survey under 15 minutes. The final decision is FCCC's.  
(Responsibility: Barry & Tom)

**Spring Membership Drive**

Need schedule of ads and themes from FCCC (FU: Barry to Gary H). Our ideas to feature:

- CCMA social program for non-playing wives
- Golf improvement program: Academy – 4 Tees – LGA /MGA 9's – LGA/MGA 18's – Junior Program

Need clarification on deferred initiation payment/trial membership aspect of offer

Need to emphasize value of membership vs cost of playing at FCCC courses as non-member. (FU: e-mail from John)

**Dining Room/Harry's promotion to non-member residents ⇒ Social Membership**

Need to know status of FCCC plans

Need to get clarity and consistency on Harry's Hours. No one knows what they are.

Ideas:

- Tasting of wines served in Dining Room and Members Grille
- Group/neighborhood party hosting

**Blast E-mail Capability:** Assessment of HOA, MGA, LGA and FCCC capabilities and costs for CCMA implementation (Responsibility: Tom)

**Other Marketing Ideas**

- Grille on patio/Bar in Harry's on nice-weather weekends
- For Ladies Night Out, promotional material should emphasize that event is for all members, not just golfers. Apparently some confusion on this.

MARKETING COMMUNICATION COMMITTEE MONTHLY MEETING NOTES  
APRIL 2, 2009

Survey Status

- Questionnaire - Completed
- Cover Letter - Completed
- Survey Monkey Contact - Still waiting for contact information from Larry
- Website capability - No capability to run survey on CCMA site. Need to use Survey Monkey website

Promotion of golf course to non-member residents - Need to publish prices/times in TOC & need to do more than small coupon in TOC.

Website

- Blast E-mail capability - Check with MGA to see if we can partner with godaddy. Also check HOA and FCCC partnering capabilities

Event Publicity 101 & 102 - First draft complete. Revisions underway. Issue w/o 4/13

Spring Membership Drive - Need update from Gary

- Comments
- Ideas

Other issues - None

CCMA MARKETING COMMUNICATION COMMITTEE MEETING  
May 6, 2009

NOTES

Present: John Bittenbring, Gary Krull, Tom Lamb, Barry Golliday

Marketing Communication Suggestions Issued. **Limited response.**

Survey

- Manual read
- Writing the questionnaire starts on Tues

Blast e-mail. **Need to have conversation with Gene Kessler.**

Membership Drive

- Current against non-member residents. **6 new (2 FG - 2 Corp/Exec - 2 Soc) + 1 Prodigal returned + 1 Upgrade. Program extended through May due to weather & response.**
- Outside the walls. **Program development starts Wed, May 13.**
- Wmbg Nat'l & 2 Rivers running VG ads for membership drive
- Suggested targeting Wmbg CC

Blue Heron

- Membership reaction. **Muted. Primary concern is with 1" going to 2"**
- Marketing Program for Family Course. **Needs to be developed. Primary targets are:**
  - Non-member residents
  - Marriot
  - Jr Program

Harry's: Need Positioning explanation for what it is in Scorecard

FCCC Business Development Program needed. **Leverage survey results and "outside the walls"**

MARKETING COMMUNICATIONS COMMITTEE MEETING NOTES  
6/4/2009

AGENDA

PRESENT: John Bittenbring, Tom Lamb, Barry Golliday

CCMA E-Mail Database

MGA Reaction - They have concerns about database security.

Next Steps - Determine costs of an independent database & e-mail with godaddy and 1& 1

Member Complaints - These are the primary member complaints that need to be addressed immediately. Survival-mode cost cutting. "Penny wise; pound foolish".

General Course Conditions

Blue Heron Muni

Food Service 3-6PM on Sunday

Service Issues In Grille & Harry's

Survey

Questions To Eliminate - Eliminate the Importance questions on Cart Service, Bag Drop & Pro Shop

Timing - Mktg Comm reco is to Launch June 15 & close July 13

1. Original Concern: Debbie K comment on taxes and HOA dues arrears. Drew M on foreclosure on FC lots (rescinded). Rampant rumors of foreclosure on Rocky Mt in June. Concern was that a Rocky Mt foreclosure would adversely impact survey. Results would be dismissed as "over-reaction".
2. Larry: Talked with BF. End of July resolution of Rocky Mt. FCCC dues to Rocky Mt concern. BF letter & do survey then.
3. Mkt Comm: Start June 15 and close July 13. Results available 1 week later, coincident with BF letter. Have set member expectations on survey. Members are upset; survey will quantify attitudes and provide guidance on issues that need to be promptly addressed. No imminent danger on Rocky Mt. Waiting risks mounting anger/frustration and loss of membership. Also looks like FCCC Mgt afraid of results

Publicity: FCCC - MGA - LGA - CCMA website - Flyers - Card with URL - Hard Copy/Melissa. NEED BIG RESPONSE. Will know MGA and LGA #'s.

If Larry Insists On End Of July - CCMA not "endorse/support" and not "oppose". It's their survey. Need Larry letter to explain delay and tell how addressing member complaints between now and end of August.

Test drive for CCMA BOD.

Current Membership Drive - 7 new; 1 upgrade; 1 prodigal returned; 1 more possible

Outside The Walls Membership Drive

Trial Membership Offer - OK

Community Criteria/Priority - Alive & well before CCRC-like; Winsor Forest

Next Meeting: July 2, 3PM

CCMA MARKETING COMMITTEE MEETING NOTES  
JULY 8, 2009

Present: John Bittenbring, Al Davis, Gary Krull, Barry Golliday

Agenda

**Survey Update**

- Numbers: As of Thursday AM, there were:
  - 488 members who took the survey. Don't know what % of total membership that is. At time of original e-mail, there were 976 *primary memberships* for which we had 835 primary e-mail addresses (86% of total) and 108 secondary (spouses) e-mails. We encouraged all members to respond. We are waiting for estimates of the total # of members from FCCC.
  - Fairly even split among: 0-5, 5-10 and 10+ years a member
  - Mostly (74%) of survey takers are Full Golf - Residents
  - Of survey takers, 66% Male and 34% Female
  - 182/51% of the MGA members and 94/41% of the LGA members took the survey
- Results are showing clear distinctions in member satisfaction. Survey takers are clearly discriminating among the questions.
- We had some problems with links to the survey, but all were resolved. Anyone who contacted me got a "good" link and successfully took the survey.
- Survey closes at midnight, Monday July 13.
- Our recommendation on how to proceed:
  - Lovee contacts Drew/Mike/Brian/Dick to schedule a presentation of results to FCCC management sometime after 7/27. Need two weeks to analyze data and put it into a power point presentation
  - Before the FCCC management presentation, we will brief the CCMA BOD and, separately, Larry. The Larry briefing is an appropriate courtesy.
  - *(Not discussed, but needs to be... How and when to disseminate key results to CCMA members.)*

**Other Marketing Issues**

- Reaction to the Lovee memo on FCCC finances: None received
- Blue Heron: No sign of promised marketing program from FCCC for the Family Course. Target should be member and non-member residents of FC. Grandkids season is upon us.

## **CCMA MARKETING MEETING**

*OCTOBER 9, 2009*

### Meeting Notes

Present: John Bittenbring, Al Davis, Barry Golliday, Gary Krull

#### New Letterhead

- Steve Drybus agreed that we can use the FCCCC logo on the CCMA letterhead. New letterhead is attached

#### My Conversation With Steve Dreybus

- Went well. Additional revenue is clearly his top priority. He is very supportive of developing a FCCC Promoter Development Plan

#### Pro Shop Balls & Clubs

- Pro shop now selling golf balls again. Back ordered clubs?
- Pro shop was an area of strength in survey. Problems with vendors/merchandise erodes this strength and annoys members

#### FCCC Management Change Communications Strategy

- FCCC needs to clarify the confusion on the approximate length of Steve's tenure. If "interim" as Drew M reported at the HOA BOD meeting, then how long is "interim" and what happens after interim?
- Scorecard says that Peggy Willis and Robin Ramey are now doing club billing, receivables and payables. Is this in addition to or replacement of Marge and Karen?

#### Promoter Development Plan - Vision Statement

- After much discussion, we agreed to propose to FCCC management that we restart the development of Net Promoter Development Plan with a discussion on 2010 Objectives (section 5) rather than the Vision. The key reasons are that Steve D is early in the process of getting up to speed, Gary Huneycutts' responsibilities are expanded and the development of the 2010 Plan is both urgent and important.
- After the 2010 Plan is complete we will turn our attention to the longer term issues.

#### Open Golf Tournaments - Non-member Membership Drive Program

- Non-member resident to be in Nov TOC
- Oct All Resident Tournament oversubscribed. Another scheduled for Nov

#### NEXT MEETINGS

- FCCC-CCMA Marketing Meeting: 10:30AM - Oct 13
- CCMA Marketing: 3PM - Nov 5

## CCMA & FCCC-CCMA MARKETING COMMITTEE MEETING MINUTES

This summarizes the highlights from November and December.

### **2010 Promoter Development Plan**

Plan is nearing completion and will be distributed to the membership in January by FCCC management.

Objectives will be:

- Improving member satisfaction and perceived value of membership
- Increasing membership
- Improving financial viability of FCCC

Strategy to achieve Objectives will focus on:

- Maintaining courses in first class condition
- Fixing the problems in the Dining Room and Grille
- Making Harry's work
- Communication with members

Primary metric for measurement of success will be the 2010 Survey

### **Jr. Golf Membership Program**

Proposed program to offer membership to Jr golfers was challenged and withdrawn. Revised program, without membership privileges, will be developed

### **Golf Only Program**

Proposed program to counter Kiskiack/National was challenged and withdrawn Given the value (what you get for what you pay) difference, it's not clear that there is fees & dues structure that can compete with Kiskiack/National and not degrade the value of Full Golf membership

### **Bond For Dues**

CCMA marketing committee agreed that the proposal from management was worth a try.

### **Harry's Closing**

We continue to advise FCCC Management to advertise the "new" Harry's to non-member residents on a high frequency basis, starting in January

### **Winter Tee Times**

Policy articulated in Steve's letter clarified

### **Competitive Assessment & Vision**

Completed assessment of FCCC vs TRCC, Kiskiack and National. Working Value Proposition to non-member residents for FCCC is: *For non-member residents who seek the Country Club experience, only Ford's Colony offers 3 championship golf courses, 3 restaurants, strong Association play and rich year-round Social program - all within easy driving distance of your home.*

Next steps are to work through how FCCC management wants the FCCC to be perceived by members and non-members and what Expectation they want to create as the FCCC membership and golf experience.

That will lead to the development of a Vision of where FCCC management wants the FCCC to be 5-10 years from now.

The usefulness of all of this is to guide the advertising in the membership drives and create a common Vision of where we are headed in the future.