

NORTHERN VA PRIVATE CLUB TOWN HALL MEETING

February 13th, 2025

AGENDA ITEMS

Confirmed Clubs: (Amount attending)

Army Navy CC – 3

Bethesda CC – 3

Belle Haven CC – 2

Chevy Chase Club – 2

Congressional – 3

CC of Fairfax - 2

Lansdowne - 3

Mount Vernon CC - 3

River Bend Club - 3

Springfield CC - 2

TPC Potomac - 2

Washington Golf & CC – 4

Westwood CC – 3

Manor CC - 2

International CC - 2

River Creek - 1

Woodmont CC - 3

Lakewood CC - 2

- **Welcome**
 - Quick Introductions
 - Goal of meeting
- **COURSE CLOSURE FEE – AKA Reciprocal Opportunities**
 - Who is able to provide reciprocal opportunities during the 2024 season during event & agronomy closures?
 - Where applicable, do we want to continue to create a standard fixed reciprocal fee across all clubs – minus any caddie requirements? Ex., Baltimore Area Private Clubs charge \$50.
 - Does it make sense to create a Google sheet with everyone's booking procedures and point of contact? Who requires caddies?
- **GUEST FEE QUESTION**
 - What does everyone charge when a PGA professional visits your facility and brings 3 of their guests to your Club?
 - Do you charge normal guest fees, reciprocity fee or comp the entire group?
- **STAFFING**
 - Who is currently hiring for a position of need – Assistant Professional, Merchandiser, Outside Ops Manager?
 - How can we help one another? Example, share potential candidates from your search not chosen as a good candidate still remains.
- **PACE OF PLAY**
- **LADIES 9 HOLE, LADIES 18 HOLE, & SENIOR MEN'S ASSOCIATION**

- How are clubs co-mixing normal play & association play?

- **GOLF COMMITTEE**
 - Do any clubs conduct a new Golf Committee orientation for new members of the committee?
 - Is there a good way to get your Golf Committee to start thinking Strategically vs. Operationally?

- **MEMBER GUEST**
 - Current Pricing – What % is Golf vs. F&B – Tee gift allocation?
 - Is your club offering multiple large Member Guest options?
 - Lottery Structure/Sign Up process – who has a good process?
 - Any really cool tee gifts offerings people have tried
 - Any cool Stag Night offerings or Event additions that are really cool to enhance the event?
 - How many clubs are doing a Women's MG on a weekend or weekend day? Anyone combining the 9 hole & 18 hole Ladies MG together?

- **EMPLOYEE BENEFITS**
 - What type of employee benefits your clubs offering to recruit/retain employees?

- **MENTORING/ NETWORKING/EDUCATION**
 - Who does TEAM BUILDING events at their facility – not golf related
 - Best practices for Mentoring Young Assistants
 - Any desire to rekindle Professional Staff Private Club Interclub
 - Does your facility pay APA dues for your assistant golf professionals?
 - Does your facility pay all the educational costs to go through the PGA Levels to obtain PGA Membership. Any SOP if that AP leaves within 30, 60, or 90 days after..

- **MERCHANDISING**
 - Per the survey, those that employ a committed staff member in charge of merchandising, the question was asked “what is the biggest value add they bring to an operation – revenue, time, both?”

- **JUNIOR GOLF/Player Development**
 - Who has a committed staff member to create, organize, promote, engage, and grow your junior programs?
 - How are your camps and clinics priced?
 - PGA Family Cup & Double's Golf – Anyone implemented with success?
 - Pro – Junior at Woodmont CC on July 29th – send a team!

- **GOLF Genius Coaching Module**
 - Any clubs utilizing this tool?
- **Handicaps**
 - For those using Cap Patrol, is it working for you?
 - Who has a strong Handicap Committee and structure
 - Best Practices
- **SIMULATORS**
 - What clubs are looking vs. who has them for potential demo purposes?
 - What do you
 - How do you book and for how long?
 - Hours of
 - Pace of play
- **INTERCLUB discussion**
 - A Team
 - B Team
 - ARFAX
 - District
 - MTVMA

Rates, PACE OF PLAY, Participation, Frustrations, etc.
- **Any Facility Pro-Ams or Pro-Members that we should promote to each other?**
- **Open Forum**