

Castro Country Club Advisory Board Meeting May 12, 2014

Attendance: Carlos Perea, Brandon Cline, Brian Peters, Mike Shriver, Skye Gonzalez, R. Gary McCoy, Keith Folger, Stephanie Rinker, Terry Beswick, Marcel Calma, Steve Eglar, late arrivals: Derrick Mapp, Patrick B. Smith

Serenity Prayer: Stephanie

Introductions: Welcome to Steve Eglar, (observer)

Manager's Report, Terry Beswick – Concern is earned revenue, report sent out to everyone, not a huge advertising of reopening in the community, \$400 a day income, above budget, but not where we want to be. Word is still getting out. Things are going well over all, changed menu, new volunteers, getting everyone trained and settled in. Fundraising: Since stopping Keep the Step in the Castro, and Calling people, recurring donations has been dropping. No new people coming on, just people dropping off. Looking for help from the board to look at history and gratitude packages. Keith: Mike is on the Fundraising committee. Renovations: Total expenses, total paid to contractor should be \$112,000, plus \$672 in reimbursement. Came in about \$7000 over budget from original contract. Mike D. wanted to make sure board was aware of integration meeting being scheduled.

Questions:

Gary – expense for rental left unresolved. Terry: we have a car share account for the club, but we don't have Enterprise. Terry and Gary will resolve offline.

Keith: Foundation is going to give Keith, as of Mar. 31, 2014, expenses for the remodel. \$1500 for furniture rental, question about 4 seats, Terry clarified.

Finance: Lots to talk about, mostly in executive session. Generally more spent than expected. We have had to dip into reserves more than expected. We don't have the final reserve balance here, but Keith will provide that tomorrow.

Mike Shriver: We have been selected to the final Grant round, means two years of funding, could be in the range of \$10,000 to \$20,000 a year. AIDS Walk: Some board members have registered, we need more volunteers to sign up. Mike will send out a link for the AIDS Walk. Donor package: Mike is working on this with John McArdle. Determining projections. Advertising: Adds in the BAR, Brandon has come up with some ideas, Mike is looking at other

Brandon: Chairs, working on tracking down people to get these donations in. Funding for the rest of the chairs, Brandon is talking with Mike on new ideas. One idea, is the individual sponsor approach. Looking for key people to work on this. Looking for ambassadors to fundraising. Scheduling has been difficult. Looking for people to donate through and "adopt a" site. Recognize donors somehow. Expand

how we engage with the community. Repositioning how community relates to the club. Give them a chance to give us ideas on what we carry? Etc. Explained how we can use a website to achieve this new community engagement. This would help getting long term involvement from the community by giving them an avenue for input. Brandon entertained some questions and discussion points with some board members. Kickstarter will not continue as originally envisioned. A designer named Jeffrey has been donating things that we need.

Patrick: Café – talked about the status of the reopen. Things are working out well with the reopen. Brian: Outside food is still coming in. Lot's of foot traffic.

Carlos: Mascara – Please tell your friends that it is happening.

Approval of minutes pending - Brian made motion to approve, Add Gary to attendance. Mike Seconded with amendment. Approved.

Marcel Calma being considered for new treasurer of the board. Discussion. Approved.

Move to executive session.