

**Palos Verdes Beach and Athletic Club
(New) Board of Directors Meeting Minutes
May 13, 2019**

The meeting was called to order at 7:04 pm in the Club room.

Directors present:	John Franklin
Craig Brothers, President	Lew Lawrence
Tim Good, Vice President	Wade Welch
Fred Marotta, Treasurer	
Vicki Leach-Gomez, Secretary	Others Present:
Tim Baptist	Chris Manos, Club Director
Rob Campbell	Richard Govenar, Financial Consultant

President's Report:

Craig stated the city liaison meeting is scheduled for Thursday 1:15pm at City Hall. Craig, Chris and Richard will be attending, along with (most likely) Victoria Lozzi and Sandy Davidson from the city.

Director's Report:

Chris sold two memberships since our last meeting, totaling 19 sales to date for the fiscal year.

Chris reported the Teen Dance event was a success and that eleven free passes were donated to non-members as a Community Outreach effort.

Chris reported a tour was recently given to photographer Eric Jay who is working on an article about our local history and the Vanderlip family. Eric praised the PVBAC for its cleanliness and professionalism.

ADA Update: Chris explained the gate construction is completed and awaiting final inspection and sign off from the city.

Finance Report:

Richard presented the March 2019 Financials. Lew requested clarification on a few line items.

Richard presented the 2019-2020 proposed budget due for submission to the city May 15th. The budget included an operating loss of \$101,457.00. Richard noted that a substantial portion of the projected deficit results from the increase in the minimum wage.

It was discussed an increase of \$15.00 (7.5%) for dues would be necessary to cover the deficit. Wade moved the budget be approved with the modification of a \$15.00 per month dues increase for resident and non-resident members effective July 2019. Rob seconded the motion. The motion passed with a 7 to 2 majority vote. (Lew and Vicki voted no.)

Tim noted the Board has previously conducted expense analyses and has found Club expenditures to be appropriate and well managed.

Other Business:

Concession Agreement: Rob noted the Concession Agreement submitted to the city in December 2018 requires some edits and refinement. He is working on a revised version for circulation and final submission. Advance notice will be provided to the membership of proposed membership changes as part of a new Concession Agreement proposal.

Lew noted the Board's requirement, as delineated in section #13.1 (Membership Changes) of the House Rules, to give all members "a minimum of thirty (30) days prior notice and an opportunity to" review significant terms of the proposed Concession Agreement extension, including the proposal to increase the number of members. The House Rules dictate that "notice shall be posted at the Club in a prominent place and shall be delivered electronically and/or by regular mail."

ADA verbiage in the Concession Agreement was discussed. The Board considered adopting certain language from the Golf Club's concession agreement language with regard to the PVBAC's ADA commitment.

Wade presented detailed statistics on PVBAC's membership trends over the years, and facts about the other PVE Concession Agreements (the Golf Club, Tennis Club and Stables). Wade stated his information will also be circulated in PDF format and will remain on file.

Vicki suggested an untapped stream of revenue to offset expenses could be better utilization of the Snack Bar as it is closed most of the year. Perhaps a concessioner such as a Two Guns Coffee could offer a choice of hot drinks, bring additional revenue, and promote more interaction among members. Tim suggested a working group to look at potential new revenue sources for the club to help offset future fee increases to members. He also explained other food service operators are available and should be explored.

Lew commented the Board has a fiduciary duty to attempt to balance the budget by analyzing expenses and cutting costs, where possible, and a monthly dues increase should a secondary solution. Vicki agreed.

PR and Community Affairs Report:

Vicki reported the Swim Meet was held May 1, 5:00pm was a success. It was a free event, open to the public, and spearheaded by Billy and staff. Check the PVBAC's social media platforms for photos.

The social media platforms are growing in number of followers and has been a successful tool in disseminating information to members and the general community.

Rob explained the Surf Competition will be held in the Fall and if other board members have ideas for Community Outreach Events to please make suggestions. Some ideas were a poolside concert, and paint night.

The next Board Meeting is scheduled for Monday, June 10, 2019, 7:00pm. Meeting adjourned at 9:00 pm. Minutes respectfully submitted by Vicki Leach-Gomez.

