



# High Meadows "Hummer"

Roaring Gap, NC

January 2017

## *A Word From The President*

I regret that my letter to you last week addressed the unpopular topic of dues increase, but now I intend to dazzle with good news about your club.

2016 was a phenomenal year at High Meadows. We finally saw several home sales and welcomed eight new members. We are optimistic that this trend will continue in 2017. Mark and his staff did an outstanding job of providing a top-notch product while remaining within budget. All critical Department Heads are on board for the coming year.

From a Capital standpoint, our club saw numerous improvements. Nathan has some new equipment and irrigation components to maintain our golf course in prime condition. Todd has a renovated golf shop to show off an outstanding selection of equipment and apparel, and new golf carts to get us around the course. Nicole and her team have some new equipment to enhance their food quality and service efficiency. The clubhouse has refinished floors, new drapes, new wall coverings, and updated lighting and artwork. The parking lot has been re-paved, and it and the roads look great with their new striping.

Looking forward to 2017 we are in for a treat! I am delighted to report that the Board has approved a much needed upgrade to our practice facility. In early spring, the range will be re-graded, extended, re-planted and enhanced with the highly acclaimed Turfhound year-round matt system. The area left of the range will see the construction of a new short game practice area. This will be a tremendous enhancement for the golfers and create a visually spectacular entrance to the club. Many thanks to Mike Carlton and the Greens Committee for all their hard work. Yes, the range will be closed during construction, but we anticipate this will be short-lived. The new matts can be used while the grass is growing!

2016 has been phenomenal, and I encourage you to see Mark's State of the Club letter for details. Your Board of Directors is now looking forward to a spectacular 2017 at High Meadows. All of us wish you the happiest of New Years, and look forward to exciting times ahead.

See you on the mountain.....

Paul

## *General Managers Message*

Happy New Year 2017! I wish all of you a happy, healthy and prosperous New Year!

2016 was quite a year! As you will see on a separate report in this Hummer, thanks to the Capital Dues program we've done an amazing job of improving the club's infrastructure and operations across the board. In 2016 we set new directions that have improved the by-laws for voting for our Board of Directors and for members joining the ranks to strengthen the committee system. As you will see from some of the committee reports in this Hummer, we have plans to continue to deliver improved amenities and to continue to work within all aspects of the club to deliver the best club possible for all of you. All of your management team has committed to improve our services to you, your family and your friends every day in the coming year.

2017 will be the "Year of the Members", both current and new. Some growth has been seen recently because of a few home sales with memberships attached and new members joining the club while other members are making the commitment that this club is important enough to them to help with future growth. Even with this good news, we need more members today. You read in HMG&CC President Dr. Paul Perlik's letter how important 2017 growth is to this club; this year is not the time to make budget cuts or lower our standards but is an opportunity for all of us to rally together around a positive position for prospective members who want to be part of our family. Each member has a story of why they joined and why they are here. Tell your story to someone new or at your next personal function away from the club, tell someone about how wonderful your club is and why they should come and look at HMG&CC. I often have the pleasure of sharing with folks all around our area how awesome you make this place and all that we have to offer those living in High Meadows Estates. In the coming months, watch for our 2017 Membership Promotion information as well as a surprise

See *GM Message* (Continued on page 2)

## *Welcome New Members*

Jay & Heather Banks - Social Members - Charlotte, NC

Richard & Robin Anderson - Golf Members - Palm City, FL

HAPPY★NEW★YEAR

## The Grass is Always Greener...

The Board of Directors, along with the Greens Committee, is pleased to announce major enhancements coming to our practice facility this spring. We will be reshaping and resurfacing the range tee box as well as adding a Turf-Hound synthetic tee surface along the back of the range tee. Turf-Hound feels and plays like you're standing on natural turf and doesn't have the club-head bounce of traditional matting systems. You can even use your own tee set at any height. The installation and use of the surface will allow us to properly maintain the range tee and provide a quality experience for members and guests.

We will also be building a short game practice area which will consist of a 3,000 square-foot green, 3,000 square-foot chipping area, and a 900 square-foot bunker. This area will be located between the range tee and pool. At the same time this work is being done, we will also be rebuilding and enlarging the Gold Tee on #7.

I would like to thank Mark, Nathan and Todd for all of their efforts, the Greens Committee for their invaluable input, and the Board for their support. It was truly a team effort to make this a reality. We are all excited for the start of construction and what promises to be a great 2017 golf season!

Mike Carlton  
Green Committee Chair

## GM Message *(Continued from page 1)*

for our current members! Also, please join with us as we strive to gain 25+ new golfing members for an amazingly fun 2017!

We are currently organizing new parties for the club's social events—check out the calendar in your Membership Directory when it comes out in early March. Be sure to call us so we can make that special family event (birthday, anniversary or a fun bash) part of our calendar; we've already talked to several of you and some locals about special wedding events in 2017—we'd love to add your special event to the schedule! Your club is positioned for great things — come help make those things a reality.

Happy New Year! See you around the fire,  
Mark

### Coming Events

#### February 2017

Feb 11..... Sweetheart Dinner & Dance  
Feb 16..... Bingo & Buffet  
Feb 22 - 25..... Mardi Gras Dining Specials

### F & B Hours of Operation

#### January Dining Hours

Wed, Fri & Sat..... 6:00 - 9:00

#### Side Door Lounge Hours

Open - Golf Weather permitting.

#### Grille Closed

## HMCC Financial Status - 12/31/2016

As of the end of year 2016 the financial condition of High Meadows is excellent:

- ◆ We will finish 2016 with a small surplus in the Operating Account. Mark Updike and his department managers have done an outstanding job of expense management while maintaining a high level of service.
- ◆ We have no debt other than the mortgage on the house next to the pool.
- ◆ The capital dues and the Capital Fund are providing funds to keep our equipment and infrastructure viable and to make improvements to enhance the members experience. (see the list of expenditures from the Capital Fund elsewhere in this Hummer issue)
- ◆ The four percent dues increase for 2017 will enable us to fully maintain the operations of the club for 2017 at the level of excellence we have all come to expect.

The great recession of 2008/2009 was particularly hard on the second home market. Since that time we have had a continuing decline in membership. At the end of 2008 we had 256 active members. We will finish 2016 with 211 members. Of course, this decline in membership results in a decline in revenue for operations of over \$200,000 per year.

The second home market is showing some signs of recovery. The membership committee, under the leadership of Carolyn Harrell, has some aggressive marketing plans for 2017. High Meadows is still an outstanding operation and a wonderful community of friends. However, it is still "the best kept secret in North Carolina". We all need to spread the word about High Meadows, give Carolyn and her committee our full support, and rebuild our membership so that High Meadows can continue to be the kind of place we all love.

Allen Williams  
Chair, Finance Committee

### In Memory

Jim Lindsey  
Vance Richardson

### January 2017

Sun	Mon	Tues	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
<b>Club House Closed for Deep Cleaning</b>						
8	9	10	11	12	13	14
15	16	17	18 Co-Ed Skins DINING OPEN	19 BINGO	20 DINING OPEN	21 Co-Ed Chase
22	23	24	25 Co-Ed Skins DINING OPEN	26	27 DINING OPEN	28 Co-Ed Chase
29	30	31				



**State of the Club 2016:**

The big story of the past couple of years is capital improvements and we're excited to be able to share this story with you. It all started with a simple question: If we need to fix it how are we going to fund it? Thanks to all of you and the Board of Directors, we have been able to establish dues that ONLY go towards the club's capital needs. We looked back over many years to assess the needs of our club and started to organize the plans. We made a commitment to fix our infrastructure and move the club forward, beginning with the replacement of the roof and the old canvas awning; since then every committee carries forward that commitment by looking for the next step to propel the club to greatness. If you have any suggestions or ideas for our club, please share with the Board of Directors or a committee member.

**2014**

Carryover Balance.....	\$ 39,106.42
Major Capital Income .....	\$137,829.43
Improvements.....	\$130,081.20

Purchased Clubhouse Office Equipment, Golf Course Equipment, Replaced Clubhouse Heat Pump, Purchased F & B Equipment, and Redesigned the Clubhouse Entrance, Roof Deposit.

**2015**

Carryover Balance.....	\$ 46,854.65
Major Capital Income .....	\$126,679.60
Improvements.....	\$156,097.77

Deposit on Golf Course Valve Heads, New Clubhouse Carpeting, Kitchen Equipment purchased, New Phone System, EZ Go Maintenance Carts Purchase, Roof Deposit, New Chandeliers for Great Room, EZ Go Ball Picker purchase, CH Dining Room/Great Room Painting Deposit, Entered into Golf Course Equipment Lease, Great Room Beam Improvements, Clubhouse Painting-purchase, Replaced Heating Unit in Clubhouse.

**2016**

Carryover Balance.....	\$ 17,436.48
Major Capital Income .....	\$210,790.15
Improvements.....	\$227,097.00

Course Equipment Lease Jan-Dec, Dining Room paint-final payment, Refinish/Repair Hardwood Floors in CH, Irrigation Pump for Golf Course, New Draperies for CH purchase, New Cabinets/Sales Desk for Pro Shop, Sink-hole Repair on #8, Granite Countertop for Pro Shop, Wall Sconces for CH, Purchased new kitchen equipment for upstairs kitchen, 13 New Battery powered Golf Carts purchased , Paved, sealed and/or Striped Parking lots, portion of the Cart Path, and repaired curbing, New Design for CH Bathrooms, New Bar Stools for Bar, Purchased new kitchen equipment for Grille.

**2017**

Carryover Balance.....	\$ 1,129.63
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As I close out my 4<sup>th</sup> December at HMG&CC, I would be remiss if I didn't thank my team for a job well done. Donna, Barbie, Todd, Nicole, Nathan, Angela and Tony, thank you for your diligence and hard work. With constant challenges for staff, this team has weathered the storm to give folks in our area great opportunities for employment. Thanks to all of your leadership and hard work along with your dedication to the success of High Meadows Golf and Country Club, I am proud to be part of this team. In addition, I'd like to thank all of our staff who return seasonally or stay all winter for the hard work to deliver the best possible products and services every day.

The financial picture for HMG&CC as reported every membership meeting since I've joined the club will remain the same for 2016: Positive. We continued to deliver quality products & services to you while our top end income (Dues) declined. I have driven our club with dedication, loyalty, integrity and a fierce commitment to clear and transparent financial accountability in every department. We have delivered positive results every year to budget and cash flow. Our finance committees over the years and the internal reviews done by major accounting firms have been nothing but positive. You should rest assured that our team is doing everything to make HMG&CC secure and stable. To reinforce that assurance, we post the financials for 30 days after every membership meeting and we are available to answer any questions or concerns you may have daily. I am proud that we remain in a positive financial position despite the total number of memberships continuing to decline every year due to economics, death or life changes. Maintaining this positive position is due in large measure to The Board of Directors and all committee members who have been diligent in their work with long term strategic planning, community involvement, goals and member social engagement. We are now all working feverishly on the number 1 problem facing us and every small clubs in America: New Memberships. We need 25 new golfing members in 2017 and the same for the next 3 years for our club to re-stabilize to the heyday of HMG&CC past. We know that the economic down turn is getting better for some, but those of us in small town America are still waiting for our time to come. With that said, we know the challenge and we know the goals—all we have to do is mobilize all of our troops and get this party started! We are excited for the new membership committee and the direction in which they are looking to take High Meadows Golf & Country Club. Soon we'll no longer be the best kept secret in North Carolina!

Finally, I listened to a story recently that talked about Faith and Joy. That story reaffirmed that my faith in High Meadows and our way of life at the club is good for us all and the joy we feel every time we get together is uplifting. So for me, all we need to do is come together more often and share the fellowship that makes our club and you, the members, amazing. We will have many opportunities this year to show people that with a little faith and a lot of joy High Meadows is the new home they have been looking for or an old, comfortable place they need to stay.

May 2017 be our new beginning while always remembering from where we came,

Mark