

FOOD AND BEVERAGE COMMITTEE

DECEMBER 1, 2016

Members in Attendance: Marty Neilson, Bernie Kowalski, Ricki O’Keeffe, Ben Davis, Elaine Dover, Bill Carpenter

Telephonic Attendance: N/A

Absent members: Mike Kraemer

Board Liaison: Bud Jenssen

Management: Brian Shaw, Marshall Reichert, Kieran Murphy, David Moreno

Guests: Zack Carson, Mo Leyva, Joshua Blackburn, Kathi Jenssen, Ed Schauble, Joe Ficek, Sue Schwartz

Call to Order: Chair, Marty Neilson, called the meeting to order at 9:01a.m.

Approval of Minutes: Marty called for a motion to approve the Minutes of the November 3, 2016 meeting. Bernie moved to approve the Minutes, Ben seconded it and the motion was approved by all members.

Introduction of Committee, Guests & Board Liaison: All attendees introduced themselves.

Financial Report: Elaine made the October Financial Report.

1. Overall CWPV operated approximately \$25,000 behind last year’s actuals and approximately \$37,000 ahead of budget.
2. CW operated approximately \$16,000 behind last year’s actuals and approximately \$31,000 behind budget.
3. PV operated approximately \$9,000 behind last year’s actuals and approximately \$68,000 ahead of budget.

Board Liaison Report: Bud Jenssen, Board Liaison, updated the committee on the Board’s actions and/or approval of the following items: replacement of 530 menu covers for the PV restaurant; CWPV Golf Tournament on April 9, 2017 for the CWPV Foundation; changes to BP-6-03 Common Rule Violations and Establishment of Fines (driveway vehicle maintenance); and CW pool pebble teck work to be complete soon with the pool re-opening thereafter. Also, there were twenty-three (23) new homes sold in October, with two hundred sixty-seven (267) YTD sales creating HOA revenues of \$348,702.00.

HOA Management Reports: Brian Shaw reported that management is looking forward to a great 2017.

Club Management Reports:

1. Marshall reported the following **Short/Long Term Goals**: the new menu covers have been approved by the Board and are on order, research is ongoing to find an upgrade to the current deep fryer and the Internet speed has been upgraded giving wider WiFi range. POS systems still won't work well with existing systems in order to speed up credit card processing. Research is ongoing to upgrade the system. Recent/upcoming events are:

- Thanksgiving, 11/24/16, 713 diners, with \$11,000 net profit;
- Holiday dinner, 12/10/16, (200 reservations @ \$28);
- New Year's Early Bird dinner, 01/01/17, (300 reservations @ \$33);
- holiday tamale sales begin today;
- Line dance, 01/7/17 @ \$17;
- Meet Your Neighbors, 01/21/17 @\$17;
- Beer and wine pairing dinner, 01/28/17 @ \$28 and
- Saturday entertainment begins in January.

Friday's Cocktail Corner has been averaging around 500 attendees each week. Oakwood's new dining program is more expensive than either CW or PV and, so far, is not affecting patronage or revenues at either of our clubs.

Marshall reported the following on **Venue Performance**: Revenue is up \$136,000 or fifteen (15%) percent over last YTD. He is printing 500 of the monthly PV calendars for distribution.

Marshall reported the following on **Staff Changes/Training**: Staff count is at thirty-nine (39). Monthly staff meeting will focus on beer and wine pouring and pre-bussing. Marshall gave a plan overview of what is required to host the Thanksgiving dinner:

- August: flyers and menu prepared
- September: community flyer and all marketing materials readied
- October: Splash publications, RSVPs begin
- 2 weeks: preparation lists, RSVPs ongoing
- 1 week: 9,000 pounds of food ordered, ice sculptures finished
- 5 days: table set ups, buffet & decoration begin, callback on RSVPs
- 3 days: food preparation begins, table staging
- 2 days: food production, 90 pies baked, melons carved
- 1 day: 5,000 pounds of food delivered, set up outside host station, stage plates, special cleaning
- TG day: cooking begins at prior midnight, bake breads and Danishes, garnish food, staff briefing, seating begins 10:30 – 3:30, staff leaves at 7:30
- TG day +: log food use, stage leftovers for turkey soup, event breakdown, business as usual

2. David reported the following **Short/Long Term Goals**: Liquor, wine and food costs are now back in line, and forecast to make budget. The 2017 budget entailed a significant review and corrections to several line items. Recent/upcoming events are:

- Pig Roast, 10/22/16, had 177 attendees and netted \$2,000;
- Halloween, 10/29/16 had 150 attendees and netted \$1,000;
- Mondavi wine dinner, 11/18/16, lacked participation but was touted as a success and netted \$200;
- Dinner and a movie, 11/29/16, (Dirty Dancing);
- Eat, Drink and be Merry dinner, 12/16/16 @ \$35 and
- New Year's Eve, 12/31/16, (150 reservations to date) @ \$50.

The wine dinner is being re-named as Cottonwood Uncorked and is being planned as an every other month event. Additionally, the recent Martini Night is being re-vamped and will return. A new menu will be in place at the beginning of January and will include personal size pizzas and gluten free items.

David reported the following on **Venue Performance:** The budget deficit has is now up to \$31,000 due to an unrealistic budget number for October and a separation vacation payout for a previous CW manager.

David reported the following on **Staff Changes/Training:** Staff count is now at forty-two (42). The staff count has been upped for the morning shifts, with smaller areas of coverage to ensure speedier/competent service. David spoke to the challenges he has experienced in service quality this season. He and Josh have been working on the issue and, as a result, they have been formatting a new training program for the CW staff which includes specific documented commitment by each employee, specifically each person will be required to sign a Standards Agreement to confirm their commitment to service standards. David is confident that recent levels of service are showing significant improvements. Additionally, the new Sunday morning buffet is improving and additional staff has been added accordingly.

Committee Member Comments:

1. Marty asked for comments regarding the 2017 Goals. No suggestions were made other than to state that the 2016 Goals were already very comprehensive. Both club managers requested the committee's ongoing participation and promotion of all their events as a means to drive revenue in 2017. After minor changes, the 2017 Goals will be forwarded to Administration.
2. Ricki gave a quarterly statistical review of the comment card trend. Basically, patron comments are increasing at each venue and the comments are more positive. Special events typically result in more comment cards.
3. Bill complimented the new fire pits at PV. He also questioned whether the new minimum wage that takes effect the first of the year would have any effect on current staff. Both managers stated that all wait and kitchen staff is already earning the minimum wage.
4. Bernie questioned David on the "why" of his staff turnover and David responded that there is not one answer to the problem. He commended Kieran Murphy on his "I'll fix it" attitude with patrons at PV. He also had kind words for all of CW's kitchen staff on the great new Sunday buffet.

5. Elaine complimented both managers in their ability to take care of problems immediately. She stated that Oakwood's ambience and food were "nice" but that service was terrible under the new management company.
6. Ben asked whether or not TV's were planned for the PV patio. Marshal said no.

Guest Comments:

1. Joe Ficek questioned the need to upgrade the restaurants' software systems. A discussion followed about the overall operating system, specifically Jonas, which provides the integrated software for the HOA. While it is the best solution for our situation it does not provide the speed or efficiency restaurant solutions might have. Jonas is not readily adaptable to "plug and play" applications. Brian Shaw indicated that the problem is being researched by management.

Recommendations to the Board: There are no recommendations at this time.

Recommendations to Management: There are no recommendations at this time.

Next Meeting: The next meeting is scheduled for Thursday, **JANUARY 5, 2016** at 9:00 a.m. in **The Saguaro Room**. If you are unable to attend, please e-mail Chair, Marty Neilson at mneil62002@mac.com.

Adjournment: The formal meeting was adjourned at 10:04 a.m.

Submitted by:

Marty Neilson
Marty Neilson, Chair

Ricki O'Keeffe
Ricki O'Keeffe, Secretary