

MINUTES
Board of Directors
Duke Faculty Club
October 9, 2007

Attending: George Dorfman, Secretary; George Dubay, Past-president; Mary Grigg; Tom Hadzor; Marianne Hassan, Treasurer; Melissa Mills; Meg Pomerantz; Phil Singer, President

Absent: Tom Metzloff; James Banks;

The meeting was called to order at 5:30pm. The minutes from the September meeting were accepted. A serious personnel matter was brought to the attention of the board, and steps were reviewed to ensure that further transgressions would result in dismissal, and that expectations would be clearly communicated.

I. Welcome Reception

-It was agreed that it would still be appropriate to plan a welcome reception for Meg, our new director. Tom, George, and George had done some research, and Wine Authorities was selected as the vendor for the wine and cheese reception, which would take place on Thursday, October 25, from 4:30-6:30pm. All DFC members would be invited.

-A second, social wine tasting, for which the Faculty Club would charge admission, would be scheduled for November 15. We will charge \$15 for members and \$20 for non-members. This would take place to help build the DFC community.

II. Tennis Committee

-Melissa reported on the latest tennis committee meeting, and suggested several recommendations for the board to consider. She will send the document with the specific recommendations, but they included suggestions about court reservations, times for league matches, proper tennis attire, proper court etiquette, a change in the court reservation sign-up sheets, and improved communication about court conflicts. There was some discussion about the proper lead time for reserving a court, and Melissa agreed to discuss with Kelly for clarification. Marianne asked how instruction time was booked.

Strategic Planning

-The rest of the meeting was devoted to short-term and long-term strategic planning for the club. Meg presented a document of her ideas, generated since her arrival at the club. She also reminded the board of her philosophy, which is that while it is her job to outline a vision for the club, the members are the owners, and we should always remember that. Below is a short summary of Meg's primary points.

I. Rebuilding a sense of community

Meg feels it's important that the club have a strong sense of community. To help ensure that, Meg suggested the following steps:

- A. Define a mission statement. George Dorfman agreed to draft a starting-point mission statement (below), which the board would discuss online and (hopefully) approve at the November meeting. *The Duke Faculty Club's mission is to provide quality recreational, social, and fitness opportunities in a strong community environment for its members.*
 - B. Establish a logo to brand the DFC. Meg proposed a contest among the membership to create a new logo, to be approved by the board.
 - C. Develop and implement new programming ideas, especially during the fall and winter months.
 - D. Market and promote established programs. Think creatively about ways to promote existing programs to current and potential members. Use technology to help accomplish this objective.
 - E. Consider changing the name of The Faculty Club to more accurately reflect the membership. Many members are not Duke Faculty. "Faculty Club" may actually hurt our ability to market to new members. It was agreed to continue this discussion and run by membership. Mary Grigg agreed to check on any legal issues related to changing the club's name.
 - F. Restructure Organizational structure, and add a full-time position to oversee all recreational programming, fitness services, and camp activities, both in the summer and during the off-season.
- II. Determine and address immediate maintenance and equipment goals
- A. Already outlined by the Facilities and Environmental report, create an annual maintenance schedule. Improve safety concerns outlined by the university.
 - B. Prioritize list of immediate equipment needs.
 - C. Before next summer, consider addressing some of the following issues: locker room floors, game room, updating the back room into a pro shop, replacing lifeguard stands, repairing diving boards and pool slide, replacing water fountains, putting locks on the exercise room.
- III. Prioritize other maintenance and equipment purchases
- A. Determine list of requests and continually evaluate equipment.
 - B. Improve the fitness area.
 - C. Maintain schedule of maintenance and equipment purchases.
- IV. Create short and long term goals. Some might include:
- A. Increase membership to 900 and create a waiting list
 - B. Enhance camp offerings during the school year
 - C. Enhance fitness services
 - D. Survey members needs and opinions

- E. Review custodial staff.
- F. Cover lap pool in the winter
- G. Enlarge main pool
- H. Add more clay courts
- I. Renovate main building/locker rooms
- J. Review club fee structure

The board agreed that these goals were all worth further discussion, and we look forward to working with Meg to improve the Faculty Club in all areas over time.

The next meeting is scheduled for the second Tuesday in November, which is November 13. There being no other business, the meeting was adjourned.

Respectfully submitted,

George Dorfman, Secretary