

West Point Golf Club Roles & Responsibilities

Social Director

1. Summary

This document describes the responsibilities of the West Point Golf Club Social Director in organizing the club's social events.

There are a number of such events throughout the season. In 2017, there were seven of them. However, the executive may modify this number, up or down, during pre-season meetings. There are four events that can be considered sacrosanct. These are:

- Opening Social (March/April)
- Putting Jamboree (June)
- Palcutta Cup Auction (August)
- AGM lunch (October/November)

In the past, sometimes these have been augmented by additional special events, such as:

- Captain's pre-season game and meeting (March)
- Shotgun tournament and lunch (June)
- Club Championship finals social (August/September)
- Final game day drink (October)

All these social events cost about half of the total club budget. WPGC is mainly thought of as a group of men who play golf together in a social manner, but from a financial point of view it is more of a social club who frequently play golf together. The club year end is 31st October. The budget for a particular year is established the previous year. This process is complicated a bit by the fact that the AGM lunch, costing about \$4,000, is held at the end of the season, but is paid for in November/December out of the following season's budget.

Planning exact dates and venues is done early in the New Year, and discussed/approved at the first and second Board Meetings. Thereafter the Social Director manages the details without further Board approval.

2. Pre 1st Board Meeting

Check with the Treasurer and/or previous Social Director if the AGM Lunch location has been tentatively reserved for the following Oct., and whether a deposit has been requested and/or paid (\$500 in some past years), and if so whether it has been recorded in previous or current financial years, which begin on 1 Nov; note that Arbutus has not asked for a deposit since 2015.

Obtain quotes for the following year's AGM lunch from Arbutus and perhaps one other location if you wish, including all extras. The 2014 - 2017 AGM costs may seem expensive, but tax, service, room rental, and bar can add up to 30% to the basic lunch cost quote; a quote was requested from University G.C in Dec 2014, but they seemed no cheaper for the quality that Arbutus provided. A further alternative of Riverway was discussed, but they weren't very responsive, and there wasn't much Club enthusiasm. Arbutus raised their food price about 9% for 2017 (paid from 2018's budget) but still seem competitive and popular with the members.

3. **1st / 2nd Board Meetings**

- Confirm AGM date with new calendar proposed at meetings;
- Present alternative (if any) AGM locations and costs, get feedback on any changes desired from recent AGM, confirm decision on sites, and then re-confirm any reservation already made and book/sign contract;
- Check with the Treasurer that the budget fits with the new Board's ideas;
- Once the calendar is established, book the dates of the Opening Social and the Palcutta Social with Langara, the Putting Jamboree at McCleery and any other special event (e.g. Shotgun at UGC late June 2017). See the sections below for details and contacts.

4. **Budget**

The club had run up a substantial surplus by 2016, and for 2017 it was decided to hold a special event, funded by the club, to use some of this. This event was a Shotgun tournament, followed by a lunch, held at University Golf Club. This format was chosen to foster greater post-game social interaction made difficult by our usual format of serial play with 20 tee times spread out over 3 hours. Members paid their own green fees, and the club paid for a beer and burger lunch, which was budgeted at \$3000. This was reduced to \$1500 for 2018, so something less ambitious will be necessary.

Actuals for 2017 were:

AGM	\$4,085
Opening Social	\$752
Putting Jamboree	\$202
Shotgun lunch	\$2667
Palcutta auction	\$1287
Champion's cake	\$132
Total	\$9,283

5. **Pre-season game for Foursome Captains, New Members and Board members**

This event was not held in 2017, and is not budgeted for in 2018, but may be revived by future Boards. It is included here for completeness, should that happen. An alternative has been to combine this event with the Opening Social, foregoing the pre-season game, but holding an Information session for new members, and perhaps foursome captains, an hour or so ahead of the social.

This is all arranged by the Captain, and is used to run through the club customs/rules and the Captains' responsibilities. The Social Director organizes drink tickets for everyone, and name tags are useful, particularly if there are a lot of new members. No special booking with McCleery (or wherever the game is played) is needed, but it is better received if we warn the restaurant staff that we are using drink tickets, which are then paid by the Treasurer or the Social Director at the end of the evening.

6. **Opening Day Social**

This has traditionally been held in late March, before regular golf starts. Because of the early date, usually less than half the members turn up. In 2016, the decision was made to delay the Opening Social to 20 April. In fact, the attendance didn't increase much, and in 2017 it reverted to late March. Average attendance is around 60. The Social Director needs to send out e-mails to members (usually through the member e-mail list held by the Captain and/or president), to encourage attendance, and to give the venue rough numbers a few days before the event.

This is generally held at Langara. The contacts there are Krista MacDonald and Sarah Melanson:

- o Course: 604 257 8357

- Direct Line: 604 257 8355
- E-mail: krista.macdonald@vancouver.ca, sarah.melanson@vancouver.ca.

Details are as follows:

- Room rental: \$250; book room from 6.00 pm with about 16 tables, with 6 chairs each, 3 extra tables, one for draw and drinks tickets, one for name tags, and the last one if there are hats/towels/shirts for sale.
- 2 fruit trays and 2 dessert trays @ \$250 (+ 20% service + tax) are generally sufficient; drinks, bought with tickets, come to approx. another \$400 + 20%.
- A Microphone is not usually needed;
- A screen is sometimes needed with a table for a (club provided) projector. Alternatively, the existing wall mounted TV monitor can be used for computer projection. Check cable compatibility

Participants check in at the entrance table, pick up their name tag, and receive a drink ticket. There is also an optional 50/50 draw for the Kid's golf. In 2017 the price of the tickets was \$5 (or 3 for \$10), and most members paid out \$10. Half of the total was then given to the draw winner and half to Muncie for the Kid's golf. The Social Director mans the registration table, but might need a volunteer to help with the draw ticket sales at its peak.

The Social director should bring name tags, and draw and drink tickets. Drink tickets are for one beer/wine/soft drink. Name tags need to be updated re new/leaving members, and are spread alphabetically on the table for pick up; a list of those planning to attend can be obtained from the website (get admin permission from the webmaster) although all name tags should be brought in case a few forget to register. New member tags are marked with a red sticker to enable existing members to welcome them. There is no need for members to sign in.

The Social Director or the Treasurer pays the bill at the end of the evening. Service is not usually put on the bill, so it should be added. Submit the invoice to the Treasurer for reimbursement if you pay it. The cost in 2017 was \$752, including room rental, taxes and service.

7 Putting Jamboree

A \$5 ticket is given to participants in the Putting Jamboree when they register, as a contribution towards the cost of lunch, either food or drink. The tickets should be given to the event coordinator for distribution. Give the cafeteria staff a heads up on the day. They will collect the tickets and present a bill at the end of lunch. If present, the Social Director or Treasurer pays it; if not, the coordinator pays. In 2017, the cost was \$202 including gratuity, paid over and above the \$5 ticket cost.

8 Shotgun Tournament

In 2017 this was held at UGC. They can accommodate up to 80 participants, although we had 70. The Social Director organizes the golf as well as the lunch. The event was held on the last Thursday of June, bridging the transition from McCleery to Langara.

The UGC contact in 2017 was Aaron Dimich, Coordinator, Tournaments and Golf Events, but as of October 2017, Elana Goldsmith has taken over.

- Email egoldsmith@universitygolf.com
- Tel (604) 225-2308

The Social Director pays UGC for the green fees and the lunch. A \$500 deposit is required when making the booking, and the balance is invoiced by the club after the event. The Social Director pays all the costs, and gets reimbursed by the Treasurer. The green fees are collected from participants ahead of time in the same way as other away games (i.e. cheques deposited at the Captain's table) made out to WPGC, and given to the Treasurer.

The burger lunch (including fries and a good salad) in 2017 was \$18 each, but by the time you add a drink, coffee, service, room rental (\$400) and taxes, the total comes to about \$38, or \$2667 for 70 participants.

Clearly the club cannot host an event like this every season without raising membership dues in a couple of years, once the surplus has been burnt off. The budget for an equivalent event in 2018 has been reduced to \$1500, so the social aspect will have to be reduced to something less ambitious (e.g. appetizers and a drink, and participants buy their own lunch). The Social Director will need to come up with something that works within this amount but would still enhance the social contact of members.

9 Palcutta Social

This is held at Langara. All arrangements are the same as for the Opening Day Social, other than that a table is required for the Treasurer to collect all the bid money, and burgers and fries are supplied with the drink, rather than fruit / dessert trays. These are cooked to order, and delivered to the table by the cafeteria staff, i.e. no buffet-style table is required.

The event organizer usually looks after the draw chart. A microphone will be required, and sometimes an easel for the draw board, but a screen is usually not necessary (check with the event organizer). The draw + auction starts promptly at 6.00 pm, with members encouraged to come at 5.30 and order their burgers before 6.00 pm. These times will be confirmed at a prior Board meeting.

Someone (usually the Treasurer) also collect \$7 from each individual for the side prizes. The Social Director distributes meal/drink tickets. Name badges are laid out on the registration table for pick up.

The cost in 2017 was \$1287 for 50 people, including tax, service and room rental charge. The unit cost of \$25.75 compares favorably with the UGC charge of \$38, although UGC included a salad and coffee, and was in more salubrious surroundings. As usual, the bill is paid at the end of the evening either by the Social Director (reimbursed by the Treasurer) or directly by the Treasurer.

10 Club Championship Finals Day

For some years it has been traditional to provide cake in the clubhouse on the day of the club championship finals. This is usually held at Langara, but in 2017 it was held at Fraserview because of the late start to the season due to poor course conditions. Fraserview actually charged more to provide plates, forks and napkins than the cost of the cake (\$75 vs \$55). Langara is much more reasonable, and sometimes has no cover charge. Either way, the Social Director buys the cake (Costco is the best, and the cheapest) and gets reimbursed by the Treasurer.

One could challenge the health benefits of cake, and it certainly does not go with beer. However, traditions are hard to change.

11 End of Season Game

Depending on the budget, there has generally been enough money available for drink tickets for the last game of the season. The costs are approx. \$5.50 – 6.00/head, depending on the mix of beer and soft drinks. Total cost comes to about \$350.

The only thing needed for this event are drink tickets, which can be handed out by the Social Director as people come off the 18th green or at the Captain's table; the tickets are intended to encourage people to stay longer at the end to be social, but in many cases they are just a subsidy of a drink which people would order in any event. Free drinks are quite popular with members, but with staggered starting times, they do not get everyone together as a group, and the value can certainly be challenged.

12 AGM Lunch

This has been held for several years at the Arbutus Club. The food quality and site have been excellent, and the cost in 2014, 2015 and 2016 was \$45/head, including 27% extra on top of the meal price quote for tax, service and room rental. Participants pay for their own drinks. An alternative quote for 2015 from University G.C. showed no saving for the same quality and similar extras. In 2017 the bill was increased by nearly 10% to \$49.25 each. This was the first increase in 3 years, and a quick check with other venues showed similar prices. However, in future years, the Social Director may want to get formal alternate quotes. The buffet menu is very comprehensive, comprising an assortment of salads, three entrees (one vegetarian) vegetables, fruit and a dessert. Coffee and tea are set up to be available by 11:00, a cash bar available from 11:15, and the lunch buffet available at 12:15.

Check with other Board members prior to the first Board meeting, whether they have ideas for changes to the format or alternative locations to the Arbutus Club, which justify seeking quotes. If this is the case, obtain and analyze quotes from one other location and the Arbutus Club (unless already in hand), preferably prior to the 1st Board meeting. Quote should be for approx. 85 attendees, bar (people buy their own drinks before and at the table), podium, and coffee available to those who need it beforehand and for all after the meal, with taxes, service, and any other items.

Arbutus Club Contact:

- Avril Carroll
- email acarroll@arbutusclub.com
- Tel 604 266-7166

Usually 11 round tables of 8 are sufficient, but extra-long tables are required for the trophy display (at least 2), registration, name tags, reverse 50/50 draw tickets, prize money and the Treasurer (to allow him collect cheques for the following year's membership) and a podium with microphone. The Social Director has to ensure the correct set up. There are no drink tickets, but there are \$5 reverse draw tickets, (plus \$1/head for everyone's own table draw); otherwise the procedure is identical to the Opening Social. In the recent past, Carl Jonsson has sold and organized the Reverse 50/50 Draw, requiring only a roll of single tickets from the Social Director. The Club Captain organizes and handed out envelopes for the season's prize money.

The Arbutus Club may need to be reminded more than once that a cash bar will be needed. In the past they have sometimes forgotten on the day.

Ensure there is an adequate space to take photographs of the trophy winners. At Arbutus, this has usually been behind the folding screen door that sub-divides the large Strathcona room that we use, or at a segregated space at the end of the room.

Send reminders to sign up to all members at least once before the AGM (if the Captain and/or the Treasurer have not already done it), including reminders to bringing a cheque for the following year's fees, and \$5 for the reverse 50/50 draw + \$1 for the table draw.

Confirm the final numbers with the Arbutus Club about 3 days before the event; there may be one or two non-registrants, usually balanced by one or two no shows;

Check the AGM invoice, which will be sent to you or the Treasurer (you decide) in November or December. Points to be watched are:

- (a) The #s of attendees charged for;
- (b) No charge for pre-meal coffee;
- (c) No charge for the barman;
- (d) No unquoted extras;

Total cost for 2016, paid in December 2017, was \$4085 for 91 people. The budget for 2017, to be paid in 2018, was \$4400 for 90 people, although only 80 people turned up (4 non-registrants, 2 no-shows) resulting in some budget saving.

Make a tentative reservation for the last Tuesday in Oct or first Tuesday in Nov of the following year for the next AGM, but try to pay no deposit at least until a decision has been taken by the following year's Executive on the date and whether we remain with the Arbutus Club. Usually Arbutus does not require a deposit from us.

13 Other Matters

The Social Director should be in touch with the President, Club Captain and Membership Director (who has the mailing list) to ensure promotion of all events with a social aspect, and with the Treasurer regarding all invoices.

The Social Director also maintains Members' name tags and raffle/beer/food tickets. There is usually a good supply of these on hand, but the occasional purchase to keep stocks up may be required. Name tags show the year of first membership, and life membership when appropriate. New members' tags have a red sticker to allow them to be easily identified.

November, 2017