

MINUTES OF THE MEETING

Subject	Monthly Advisory Committee Meeting	Date	2 nd November 2011
Facilitator	Yas Links Abu Dhabi / Mr. Chris White (General Manager)	Time	18:00
Location	Academy Meeting Room	Scribe	Ms. Jing Morada

1. CALL TO ORDER

The Advisory Committee was called to order at 18:00 at the Academy Meeting Room, Yas Links Golf Club, led by Mr. Steven Morgan. The following members/representatives were present:

1. Steven Morgan, Head Golf Professional
2. Stefan Lehmann, Director of F&B Service
3. Dan Weisser, YL Men's Captain
4. Sharon Hall, YL Ladies Captain
5. Shane Groves, Member
6. Henry Kim, Member
7. Jing Morada, Executive Secretary

Absence with apology:

1. Chris White, General Manager
2. Tom Rourke, Director of Golf
3. John Lee, Member

2. REVIEW/APPROVAL OF THE OCTOBER 2011 MINUTES OF THE MEETING

- The October 2011 Advisory Committee Meeting minutes of the meeting has been discussed and agreed by the committee members.

3. KEY POINTS DISCUSSED

ITEM	SUBJECT	HIGHLIGHTS
1	Updates	<ul style="list-style-type: none"> • Mr. Henry Kim was officially announced as a member of the YL Advisory Committee, replacing Mr. Joe Howell. • Repair of PAR 3 Course drainage almost finished; Pitch marks on the greens - ongoing project of Golf Maintenance. • Golf and F&B Events are actively posted in the YL Facebook and Twitter accounts. • F1 week – busy in Yas Links. • YL currently working with the <i>improved</i> cart template, wherein tee time will be visible at the back of cart and Golf Etiquette on the reverse side; this will also serve as a pace of play reference of the Golf Marshals. <p>Food and Beverage is hoping to host a Cuban Cigar Night before end of this year similar with 'Habanos' event we did last year.</p>
2	Event Recommendations	<ul style="list-style-type: none"> • Club Championship <ul style="list-style-type: none"> • Sign-up sheets • Entry fee (TBC) – DWeisser suggested 150aed to 250aed Entry fee <i>inclusive</i> of 'big buffet'. • Prizes (TBC) • TRourke/SMorgan actively working with the incentives; looking for sponsorship plans. • Stay and play offer – create a '<i>stay and play</i>' package tied-up with the upcoming National Day event. • DWeisser suggested to send a <i>weekly</i> email to members regarding the upcoming YL events.


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	<p><i>Continuation:</i> Events Recommendations</p>	<ul style="list-style-type: none"> • Committee members suggested to have three (3) “Open” play format in the next season. • Academy Day – possibility to make it on a Saturday morning • Wine Dinner – SLehmann mentioned that YL will definitely host a ‘Wine Dinner’ event soon – just working with the couple of restrictions set by ALDAR. • YL New Year’s Eve event – currently working with the flyer; theme will be <i>Tropical Fire</i>. YL will offer sumptuous <i>tropical</i> buffet meals, pricing done and a band will be performing* <p>* <i>Committee members mentioned that Yas Links’ New Year’s Eve offer should be fabulous and inviting - a massive Open Party is being organized in AUH City – people will opt to spend their New Year’s Eve in the city.</i></p> <p>Stay and play offer – create a ‘<i>stay and play</i>’ package tied-up with the upcoming National Day event.</p>
3	<p>Feedbacks, recommendations and other concerns</p>	<ul style="list-style-type: none"> • DWeisser & HKim suggested backwards play (green to tee) • SGroves suggested the following: <ul style="list-style-type: none"> • To display leaderboard (e.g. 18 holes for two (2) days) • Outdoor wide screen displaying the handicap/scores • Format of the competition (Stableford and Scramble) • Club-spend Loyalty Programs <ul style="list-style-type: none"> • SMorgan trying to work with this, wherein purchases from Pro Shop can be used to earn points • DWeisser suggested to SLehmann F&B loyalty program • Pin flags colors/designs <ul style="list-style-type: none"> • SHall/HKim suggested to modify the flag colors (difficult to identify particularly color YELLOW and WHITE) – preferably solid colors and the design as well (if possible). • Positioning of the pin flags – understudy c/o TRourke and SMorgan • Pace of play <ul style="list-style-type: none"> • HKim suggested that Golf Professionals (Liam/Craeg) can stay in the Pro Shop during their free time to help out, particularly in providing directives in the pace of play. • DWeisser suggested to track slow play and bad etiquette offenders • Handicap limits and checking – to be considered prior to play • Online registration/booking – YL is currently working with Golf Citizen • Practice bunker – the intention is to identify a suitable area. • SHall feedback regarding recent Mixed Open event - 750aed fee is not worth (no dessert, food were not that good); suggested to create a more attractive, with wide variety of choices in the buffet.* <p>* <i>SLehmann explained that YL Executive Chef tries to make the adjustments of the meals/buffet based in the entry fee in each event.</i></p> <p>* <i>SMorgan explained that sponsorship can subsidize entry fees, but is difficult to find at this time.</i></p> <ul style="list-style-type: none"> • SGroves asking regarding the following: <ul style="list-style-type: none"> • Outcome of Ramadan Open • Is the sand the correct medium in the bunkers and divot mixes – isn’t sand and seed? * <p>* <i>As per SMorgan this issue has been verified already with Mike Clarke (Golf Superintendent) and he confirmed that ‘sand’ is absolutely the correct USGA specification. Paspalum grass is a creeping grass and thus, a sand-seed mix is not required.</i></p> <ul style="list-style-type: none"> • Possibility in modifying the golf course (if necessary) *


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	<p><i>Continuation:</i> Feedbacks, recommendations and other concerns</p>	<p><i>SMorgan explained that YL was given restrictions particularly in improving/modifying the course, especially at such a young age.</i></p> <ul style="list-style-type: none"> • Dust bins • Ball washers – no water • Tee box • Fixing of ball marks • YL Menus – SLehmann confirmed that YL will be offering NEW set of menus by November 2011 – which will also include <i>dinner specials</i>. • YL Summer Passport promotion – positive feedback from members/guests, especially the ‘Curry Specials’. • HKim suggested to offer a quick sandwich (e.g. Ham & Egg, Bacon & Egg) wrapped in a foil during a morning event – players tend to have a quick snack before a game. Coffee/Tea offered in the Pro Shop is good. • Beverage stirrer– SGroves suggested to check if possible to use either plastic or wooden stirrer, especially for the hot beverages since it is usually being thrown immediately instead of using a crystal clear type of stirrer – not compromising the YL brand but can save cost. • Name tags – Committee Members suggested to have a branded name tags placed in each member’s locker cabinets. • Pace of play – Golf Operations are now monitoring with time sheets • Golf cart batteries warranty – SMorgan confirmed that six (6) batteries have been replaced. Ensured that all YL golf carts are in good working condition. • Caddies – YL will be offering a caddy service hopefully by 4th week of November. Several YL staff underwent written and practical exams – this will definitely improve the pace of play.
4	New Business	<ul style="list-style-type: none"> • Status of Beach project – ALDAR leased this project to a 3rd party, thus, Yas Links has no involvement.

4. ACTION ITEMS

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ITEM	PARTICULARS	STATUS
1	Pace of play	Golf Operations team is now monitoring the pace of plays using time sheets.
2	Etiquette signage	DONE – Three (3) framed signage has been displayed both in Men’s and Ladies locker, near the entrance area of each rooms.
3	Drainage issue in Hole 11	DONE
	Accessing Minutes of the Meeting in YL website	Currently working
4	Members section in YL website	Currently working
5	Inclusion of New Members in monthly Members Newsletter	Currently working

Meeting was adjourned at 19:20. The next YL Advisory Committee Meeting is scheduled on 7th December 2011.

Minutes prepared by: 
Jing Morada
 Executive Secretary

Reviewed & Approved by: 
Chris White
 General Manager