

Long Cove Club

2022 Annual Meeting

Committee Reports

November 7, 2022
Long Cove Clubhouse

Architectural Review Board

Committee Members: Nannette Hoadley, *Chair*; Jerry Mayer (Jan - Aug), Harry Morales (as of 1 Sept.), *Vice-Chair*; Pam Dunbar (Jan - Aug), Britt Levine (as of 14 Sept.), *ARB Assistant*; Dennis Crawford; Fred Fisher; Bridget Russell; **Alternates:** Russ Collins, Harry Morales (moved to regular member as of 1 Sept.), Dave Medvedeff (as of 1 Sept.)

The beginning of 2022 saw all of the 2021 ARB members returning to the committee thus allowing a seamless transition into the new year. Unfortunately, September proved to be a challenge with the departure of the Vice Chair, Jerry Mayer as a result of moving out of the community and of our ARB Administrator, Pam Dunbar, as a result of her retirement after 8 years of service. The committee was extremely fortunate to have Harry Morales agree to take on the Vice Chair position and he has already proven to be an exceptional choice and is currently taking on an expanded role within the committee. Additionally, the addition of Britt Levine as the new ARB Administrator, in a full-time position, is proving to be an invaluable asset not only to the ARB but to the community as a whole. She brings years of experience in commercial property management and residency on the island and is familiar with many of the contractors, communities, and town processes which have allowed her to step into her position with minimal transition time. Her background will also allow her the opportunity to take on an expanded role within the ARB to reduce many of the time-consuming compliance issues generated by the large number of building projects currently in progress. The ARB continued to represent through a liaison in the Golf & Greens Committee (N. Hoadley, Chair) and Community Services Committee (J. Meyer/H. Morales, Vice Chair). We also had liaisons from those committees as well as the BOD (F. DelGaudio, G&G; R. DiMuzio, CS & BOD) in our monthly ARB Meetings. I believe all involved found the arrangement beneficial and the exchange will continue in the coming year with both committees.

This year continued to be an extremely busy one for the ARB. We have seen some reductions in permit applications in some areas and small increases in others (see listing below). The reduction in permits may be due to increased costs in materials and labor, causing many projects to simply not make economic sense at this time. Also, with so many projects completed during the COVID timeframe, the slowdowns may be due to everyone having done their projects in the previous year. While the number of projects decreased slightly, the workload seems to have increased. Many of the approved projects were large in scope and more review/monitoring is required. Additionally, changes in some of

our Guidelines required additional time in helping the membership understand the need for the changes and how those changes affected their projects. With the current number of homes in long cove (including those under construction) reaching 490, a committee of seven is ultimately responsible for approximately 70 homes per person. This is a significant time commitment throughout the year. Additionally, due to the high volume of new construction, monthly ARB meetings were averaging about 4-4.5 hours during the first half of the year. However, they have shortened to a more manageable timeframe as new construction has decreased.

Of the nine new home permits approved in 2021, only one has been completed as of October 24, 2022. We also still have one project yet to be completed from 2020. While Town of Hilton Head permitting times have improved, construction material supply chain issues and labor shortages still continue to significantly increase project timelines. There are eight new build projects from 2021 that are still under construction. This extended build timeline looks to continue into 2023 as material supplies and labor shortages remain challenging. Of the nine new home permits approved to date in 2022, only three have started the actual construction phase. As noted above, we still have construction in process for approval back in 2020. While our Guidelines provide for a fifteen (15) month exterior build timeframe from the time the LCC Clearing Permit is issued, we are seeing eighteen (18) to twenty-four (24) month timelines as more of the current norm. This definitely poses difficulties for the ARB in the man hours needed for administration and monitoring but is also concerning to the membership living in the areas of construction. Noise, traffic, and the general condition of the area are genuine concerns of all who live around these sites, especially those areas with multiple projects going on at the same time. We have been working to accommodate builder needs as they are working for a community member but we must also balance those needs with the living conditions of the those most affected. Currently, compliance checks of all of the build sites are done weekly and Builders are notified immediately when out of compliance. We have also noticed home sizes moderating somewhat and moving back toward the 4,000 sq ft average. This could be a result of the extremely high per square foot building costs being seen in the current market. Another factor for the reduction in average size could be that the remaining undeveloped lots are generally of a smaller, more challenging size and shape. Some Guideline revisions were also geared toward ensuring new homes/pools fit more appropriately inside the building setbacks. The more manageable sizes could improve building timelines but may be more than offset with material and manpower issues.

For the first nine months of the year, total ARB applications averaged

approximately 24/month (of all kinds excluding new homes) down from 30/month in 2021. As of our 20 October ARB meeting, we have 67 projects currently being followed, excluding tree removal. Tree removals have been a major activity this year with 80 permits approved YTD. While this number is down somewhat from 2021, the number of trees per permit approval has increased. In June of this year new Guidelines were implemented with fees for removal of non-exempted trees and more focus on remediation. Tree management continues to be a focus for the ARB. During our Annual Inspections this year we also did a basic tree count on the residential properties and the results provided interesting data. Total trees counted = ~20,150; ~36% Pine; ~21% Oak; ~16% Gum; ~27% Other. The average number of trees per lot = ~37. These numbers do not include the golf course or community property. Currently we've permitted the removal of 245 trees of the 254 requested since the beginning of the year and required 31 trees be planted as mitigation. This represents the removal of a little over 1% of the residential trees within the community. However, this number does not include trees cleared for new construction sites. We are currently trying to assess whether this is an appropriate attrition rate and how sustainable our practices are to determine if further study/measures are warranted.

Other highlights from 2021 included:

Home Inspections: The ARB performed 480+ home inspections in the Spring of 2022 and another 60+ lot inspections in the early Summer. The community response again was outstanding as a very few homes were noted to need attention and only a small percentage of those needing any follow up notice. The change in date for the lot inspections proved to be more effective in identifying those lots with vine and/or undergrowth problems only seen later in the Spring or early Summer. Due to the additional time needed to perform the tree count, Inspection Reports were delivered a little later than usual. The ARB notified the membership of the delay and asked that anyone needing additional time to comply due to travel, please contact their Representative to discuss an appropriate timeline. This actually worked very well and we've had very few issues that have gone uncorrected.

New Home Construction: New home construction applications continued to be steady in the first half of 2022, however, we have seen a marked decrease in applications and do not expect more than one additional application before the end of the year. Eight homes were still under construction from the previous year's approvals and nine more have been approved through October of this year. Currently we are aware of two new lot owners that have mentioned they plan to build

but one has already postponed several months and we haven't heard from the other owner regarding any timeline. Four of the homes started in 2020 were completed during 2022 and the remaining one is expected to conclude early in 2023. There are also two (from 2022) that will be completed before the end of the year. This will still leave one from 2020, six from 2021 and the nine we have, to date, from 2022 bringing the total new home construction sites to at least 16 going into 2023. Management of these job sites continues to take a significant amount of time for the ARB.

Home Sales: Once again, 2022 saw a large number of home sales with most potential buyers wanting information regarding possible home additions, decks, pools, etc. Christy Cohen communicated with the ARB Chair and Administrator so requests could be responded to in a timely manner to avoid any delays to potential purchases. Pools seemed to dominate the requests but we received only one application for a pool after purchase. We did hear that pool installations were being quoted several months into the future which could have played a role in the small number of requests this year. With Christy's help, I believe the process worked smoothly and effectively and provided potential/new owners with information prior to contracts/closing.

ARB Design Guidelines: The ARB did manage to implement several changes to the Guidelines in June 2022. As mentioned in the report last year, this is a large undertaking requiring a great deal of thought and research. There is still a genuine need to more thoroughly update the Guidelines and we will continue to work toward that end. With the addition of a full-time Administrator, I believe the process will move at a better pace in the future. We have also completed a survey of build dates for all of the homes in long cove with some interesting findings.

113 homes are 35+ years old

125 homes are 30-34 years old

48% of existing homes are 30+ years old

71 homes are 25-29 years old

69 homes are 20-24 years old

77% of existing homes are 20+ years old

50 homes are 15-19 years old

15 homes are 10-14 years old

46 homes are less than 10 years old

As expected, this information bears out the need for additional focus on Guidelines for 'property/landscape maintenance'. The current Guidelines provide a large emphasis on new construction, while still necessary, this area will be diminishing in time with fewer new construction projects due to reduced lot availability. With many of our

community’s homes and landscapes of a significant age, the membership will expect certain standards be maintained to keep Long Cove as the beautiful, understated community we all desire. Two areas currently being reviewed for guideline changes are solar panels and maintenance of Bamboo. These revisions will be presented to the LCC Board of Directors before the end of 2022.

As this is my final year as chair of the ARB, I want to acknowledge how supportive and generous with their time each committee member has been throughout my tenure. They are all committed to and engaged with the community and bring a level of accessibility to the ARB that I believe is appreciated by the membership. I continue to hope there’s been a noticeably positive presence of the ARB in the community as we have worked diligently to be a resource for our members, helping them to formulate their project plans in a manner that both works for them and adheres to the ARB Design Guidelines. While there will be new members in next years committee and new roles for returning members, they will all still be dedicated to the betterment of the community. They have tremendous energy, exciting ideas and will be a wonderful asset and resource to Long Cove.

Permits Approved (Jan 1, 2022 through October 22, 2022):

<u>Permit Type</u>		<u>Qty.</u>
New Homes	9	(+1)
Additions	4	(+2)
Dumpsters/Renovations	16	(+2)
Porch	0	(-5)
Pool	6	(+0)
Patio	4	(-1)
Deck	10	(-2)
Roof	16	(-4)
Painting	23	(+0)
Driveway	8	(-4)
POD	1	(-1)
Landscaping	6	(-2)
Miscellaneous (doors/windows/railings, etc.)	23	(-16)
Tree removal/trimming	80	(-46)
Solar panels	1	(+1, new report)
Change Orders	14	(+14, new report)
Bushhogging	3	(+3, new report)
Propane Tank	2	(+2, new report)

TOTAL: 226

Community Services & Security Committee

Committee Members: Ray DiMuzio, *Chair*; Harold Sauls, *Community Services Director*; Willie Rice, *Chief of Security*; Leon Crimmins, *GM*; Kitty Krahnke, Stefanie Thieneman, Anne Moseley, David Medvedff, Elaine Killoran, Chris Brooks, and Jerry Mayer, Harry Morales, ARB Vice-Chairs and Community Services and Security Committee Liaisons.

Purpose:

Consistent with the Mission Statement of Long Cove Club, provide advice, recommendations and oversight to the Board of Directors on proposed changes/additions to the maintenance of the community's nonresidential physical assets. Ensure that relevant recommendations, plans, management initiatives, construction, etc. produce outstanding member-preferred, exceptionally maintained amenities, and a secure environment for the community.

Community Services Projects and Activities in 2022:

- Community Center: Developed concept and potential location of future community center in work with LRP.
- Marina Park: Helped develop an overall site plan and prioritized projects for the marina park area.
- Installation of gate on the berm at the end of Foot Point Road: Gate installed to prevent unauthorized access onto Long Cove property.
- Community Garden Restoration: A new electric fence was installed surrounding the newly installed garden beds to prevent deer damage. A Long Term Plan for the Garden site is underway.
- Continuing Common Area Maintenance Project: This project continued into its second of four years. The project addresses roadway canopy and palm pruning, lagoon bank pruning, vine removal and treatments and brush hogging.
- Second Entrance: A new proposal for a second gated entrance was made to neighbors outside Long Cove. Discussions continue on potential land acquisition for gate access.
- Lagoon Restoration: Based on findings and recommendations of the Lagoon Ad-Hoc Committee, a referendum was passed and a contractor was selected to implement a new process for lagoon bank restoration. Work will commence in the spring of 2023. New initiatives to reduce underwater grass growth and to introduce new aquatic plant life to improve dissolved air were also implemented.

2023 Community Services Projects and Goals:

- Continued input into community center project and revisions to the Clubhouse/Pool/Sports Center Campus.
- Continuing Common Area Maintenance Project.
- Set priorities and long term budget needs Community Garden Master Plan.
- Road Preservation and Maintenance Program for 2023.

- Assessment of the Lagoon Preservation and Maintenance Program after first pass at new process in 2023.
- Reach conclusion with neighbors whether a potential second entrance gate is feasible.

Security Projects and Activities in 2022:

- Roadway Safety: The following initiatives were completed in 2022:

Civil Safety Engineer: A complete assessment of Long Cove’s roadways was completed by Civil Safety Engineer, Dillon Turner, of Kimley-Horn in October of 2021. The KH report and analysis was presented to the BOD and CS committee along with recommendations in January 2022. The report was later published to the community via the website.

Community Trail: A broad capital estimate and pathway was developed for a full loop walking trail along the front section of LCD and Turnbridge. An alternate or potentially temporary recommendation to utilize the golf course cart paths was also developed.

Speed Cameras: A recommendation made to the BOD to install radar/camera systems in Long Cove was approved and two sets of cameras have been ordered.

- Security Assessment: A complete assessment of Long Cove’s community security was completed following a series of automobile intrusions in the Spring of 2022. Recommendations for increased number of security cameras were implemented along with some procedural improvements.
- Wildlife Management: Signs to raise awareness that LCC is also an alligator habitat were purchased and are being installed along the golf course and throughout the community. A rule was added to the Association’s Rules & Regulations requiring stating that: “minors fishing in Long Cove lagoons must be accompanied by an adult”.
- Front Entrance: Potential improvements to the Front Entrance were put on hold until the potential for a second entrance is answered.

2023 Security Projects and Goals:

- Implement the Speed/Camera monitor system to reduce speeding.
- Make final decision on entrance options and make recommendations for improvements.
- Create LCC Roadway Safety & Etiquette video.
- Arrange for a “Living with Wildlife” presentation be made available to entire membership through town hall meeting and website.

Finance Committee

Committee Members: Bill Coombs, *Chair*; Matthew Ramsey, *Association CFO (non-voting)*; Leon Crimmins, *GM (non-voting)*; Tom Beaver; Fred Del Gaudio; Alan Maloy; Pat O’Meally; Frank Russo; Beau Steady; Doug Wetmore

The **Finance Committee** Charter states the purpose of the Committee is to provide advice and counsel to the Board of Directors on all financial matters relating to Long Cove Club. Included within this scope of responsibilities is:

- Annual operating and capital budget development
- Oversight of financial performance
- Accounting and reporting policies
- Debt Management and capital fund accumulation
- Long range financial planning
- Recommending of an independent accounting firm and oversight of all audit activities

Activities of the Committee include:

1. Preparation of an Annual Committee Plan
2. Recommendation of annual budget goals and targets
3. Review all components of annual operating and capital budgets, and the recommendation of final budgets to the Board of Directors
4. Review periodically actual performance against budget
5. Approve accounting and reporting policies including but not limited to revenue recognition, expense recording, special events, and major projects
6. Recommendation of policies relative to debt Management, capital fund accumulation and financing of major capital projects
7. Annually review of property & casualty insurance programs and periodically rebid the insurance programs
8. Recommendation of an independent accounting firm, provide guidance to them regarding the annual audit and discuss with them the results of their work
9. Report monthly to the Board of Directors Committee activities
10. Report annually, and as necessary, to owners on the Committee's activities.

11. Review and advise Board with respect to financial implication of implementation of components of Long Cove Strategic Plan.

An abbreviated listing of some ways in which the Finance Committee is accomplishing their responsibilities in 2022 follows:

- The Committee has each month reviewed the Club's financial performance on a level that allowed Committee Members to ask questions and allow them to gain clear insight into the ongoing operations of the Club.
- The Committee reviewed the audit report prepared by RSM LLP on the 2021 financial statements as well as their report on the Club's internal accounting controls.
- The Committee has devoted adequate time each month to be briefed with respect to specific efforts being made to collect all past due assessments.
- The committee reviewed Management's business plan, suggested various adjustments and recommended a final budget for the Board's approval.
- The committee continued the process of reviewing all Capital Expenditures with management prior to commitments being made.
- Each Member of the Committee remains dedicated to accomplishing the goals and objectives of the Committee. The Committee continues to believe the association is on solid financial footing.

Golf and Greens Committee

Committee Members: Fred Del Gaudio, *Chair*; Bob Patton, *Director of Golf*; Ashley Davis, *Golf Course Superintendent*; Leon Crimmins, *GM*; Chris Bowser; Amelia Howe; Rob Frankil; Bob Rotella; Bob Curri, *LRP Liaison*; Nannette Hoadley, *ARB Liaison*; Randy Wilke, *MGA President*; Moira Alfieri, *LGA President*

Purpose: The Golf & Greens Committee's role is to:

Provide oversight and member input to the Director of Golf, Golf Course Superintendent and General Manager; Recommend to the Board of Directors initiatives to enhance the golf course and golf programs so that members and guests are offered an exceptional golfing experience at Long Cove Club; Assist with the implementation of approved programs, preserve the integrity of the golf course, and promote our national reputation.

Highlights for the year include:

- It has been another exceptionally busy year for play on our great golf course! Through September of 2022, while we are down roughly 10% to our all time record year in 2021 with 38,355 rounds, we remain 14% ahead of our five year average. We anticipate by years end that we will approach 35,000 18 hole rounds played. Obviously, our member play is still extremely active and related activity at the club is very high as well and we believe that this will continue as our “new normal”. Long Cove remains one of the most active private clubs in the area with more than twice the rounds per course played at many of the other local private clubs.
- We continue to work to improve the member experience related to our tee time process with several changes made this year by management along with our Golf and Greens Committee. Most notably approving and implementing the trial of the ForeTees Advanced Placement System, which began on June 1 and we will continue to evaluate this through the end of the year for long term consideration.
- We continue to provide options for fun and competitive club tournaments for our members as well as host significant events at the club. At year-end 2022, we will have organized and run 21 club golf events including our extremely popular Men's Invitational, the highly successful Ladies Member Guest as well as our very important Long Cove Charitable Fund Golf Classic where we raised significant funds for our club charitable organization. This number is down slightly as our goal continues to be to provide a balance of popular club events while allowing for member play on our busy course. We also helped organize and run 24 MGA/LGA “Major” events along with another 62 of their regular weekly events. Additionally, we hosted other important

outside events including The First Tee of the Lowcountry Charitable Fundraiser and the Society of Seniors National Super Seniors Championship. Finally, and notably, the Darius Rucker Intercollegiate has grown in stature and reputation nationally and is widely considered the best Women's Intercollegiate event of the year and the first exclusively women's college competition televised live nationally and internationally! We are exceptionally proud to have a multi-year commitment from The Golf Channel to continue live coverage of the event providing priceless exposure of our club and local area throughout the golfing world!

- We added an artificial tee surface to our practice facility which will help us to provide better overall practice tee conditions during the cool weather, non growing portion of the year and has proven useful during other times of the year when conditions are too wet for the natural turf.
- We expanded our Green tee boxes on holes #3 and #7 to improve those surfaces and better allow for increasing activity from our Green tees.
- Under Director of Instruction Rob Stocke our Golf instructional programs are popular and the response to his instruction has been outstanding! In summary: We are on path to record roughly 1000 total private lessons across all demographics. Rob gave over 800 lessons and another approximately 200 were given between Ben Chehval and Adam Lescalleet. This number does not include any complimentary lessons. This is down slightly from previous years. We believe the decrease is due partially to the construction of the new learning center. With this construction the main teaching tee was closed for much of the year and clinics were postponed due to a lack of space. Secondly, many members expressed they were waiting until completion of the new facility and/or cooler weather.
- The Long Cove Club Learning Center is nearing completion and expected to be turned over to us by November 1. We anticipate a grand opening for our new learning center in early January 2023. With the opening of the learning center, we are forecasting a significant increase in private and group lessons in 2023 and beyond. Several new programs are planned to tie in with the opening of the learning center: Specialty Putting Programs using our SAM Putt Studio; Distance Programs with the Swing Catalyst Force Plate (the only one of its kind in the low country); and new golfer programs utilizing our simulators to help them learn to play before going on the course.
- We had a very good amount of club fitting in 2022, and we expect that to increase with the new facility. The learning center will feature extensive club & putter fitting capabilities. We will initially have manufacture representation from Callaway, Cobra, Ping, Titleist, and TaylorMade.

- We are getting close to wrapping up another successful year of retail in the Golf Shop! Member support continues to be strong for our fitting days, trunk shows and apparel/hardgoods sales. Product availability and supply chain continue to present challenges, but we have been able to work with our suppliers to provide product and sufficient inventory. We have added some “non golf” items to our product mix that have been well accepted. We are looking ahead and anticipating good holiday sales to finish with possibly another record year! A special thanks to our fantastic Merchandise Manager Donna Norris as she continues to excel managing our merchandising operation and providing exceptional service to our members and guests. We will continue to work hard to meet and exceed member expectations!
- With hopes of providing our members with the best possible opportunities to be professionally fitted for equipment from the top manufacturers, we offered 22 Demo/Fitting Day events over the course of the year (13 in the late spring and nine this fall) with major manufacturers including Titleist, Taylor Made, Ping, Cobra, Callaway, PXG and XXIO. These events provide our members with the opportunity to not only see and try the newest club technology available but get fitting guidance from their expert representatives onsite as well.

We would like to thank our Golf Staff for their outstanding service and professionalism during another busy year. They continue to provide exceptional customer service with a smile and a positive attitude! Our staff includes:

Director of Golf, **Bob Patton**

Head Golf Professional, **Ben Chehval**

Assistant Professionals: **Adam Lescalleet, Joe Deegan**

Merchandise Manager: **Donna Norris**

Locker Room Manager: **Mick Secrest**

Director of Instruction: **Rob Stocke**

Outside Services Staff: **Chris McCance – Manager, Chris Tull, Travis Briggs, Mark Iwanicki, Mike Schutman, Doug Jones, Roger Poon Kong**

House Committee

Committee Members: Eloise Mason, *Chair*; Nick Brisk, *Clubhouse Manager*; John Soulia, *Executive Chef*; Leon Crimmins, *GM*; Joanne Calhoon; Chris Coombs, *Yacht Club*; Bonnie Sheridan; Sandy Tagert; Tim Windholtz; Tony Alfieri; Starr Carr; Bill Chiappetta; Bill Haley; Judy Fisher, *Cultural Assoc.*; Beth Anderson, *Asst. Clubhouse Manager*; Christine Prendergast, *Events Coordinator*

House Committee Purpose: The House Committee will represent the Long Cove community membership by providing advice, recommendations and oversight to management for the clubhouse operation to include but, not limited to:

- The ambience and condition of the clubhouse
- Revenue and expense targets
- The social calendar, event planning and pricing
- Standards for members use of the clubhouse
- Quality of food and beverage service provided by facility staff

The House Committee will make recommendations concerning the above to the Board of Directors and management in keeping with its oversight and advisory responsibilities. It is not the role or responsibility of the House Committee to operate the clubhouse or manage club functions. This is the role of the clubhouse manager who is held accountable for the performance and member satisfaction of the food and beverage operation. The clubhouse manager and executive chef report directly to the General Manager.

The House Committee met monthly with financial and budget metrics reported. Highlights of the first nine months of 2022 are as follows:

- Total F & B revenue is ahead of budget by \$66k.
- F & B absolute gross margin (revenue-cost of goods) \$45.7k favorable to budget.
- F & B expenses are \$76k unfavorable to budget
- F & B bottom line is \$69k unfavorable to budget
- Clubhouse bottom line is \$4.7k favorable to budget
- The 4th quarter will traditionally produce very favorable numbers

The numbers reflect enhancements to our food & beverage program, along with a successful Take Out & Market program and 19th hole menu. We are anticipating 14,000 covers in 2022.

The JFB opened again on June 15, 2022. It was open Thursday – Saturday until late September and then opened on Sunday evenings. It has been very successful with a varied menu. Members continue to thoroughly enjoy this venue. Holding and reserving tables is not permitted in the JFB, but a call to the club with a big party is recommended so the staff can be prepared.

The House Committee also rewrote the dress code. The previous one was outdated and contradicting. We also agreed that the menus in the JFB and Grill Room/Magnolia Room are not interchangeable. The uncork'd software and ipads for our beverage offerings has been well received.

We welcomed Nick Brisk as our new Clubhouse Manager in July. It has been a seamless transition. He has been a great addition to the staff. Mitch Brown resigned on October 18, 2022, and we fortunate to have Beth Anderson taking Mitch's place as Assistant Clubhouse Manager.

The committee sent two sets of thank you letters to the entire clubhouse staff in December and September. They were warmly received and very appreciated. We also hosted two Meet and Greet events that included the entire membership. We recommend continuing them.

Ad Hoc Casual Dining Committee was continued to not only enhance outdoor dining, but also to present a repurpose of portions of the clubhouse for better efficiency of use. This committee will now be disbanded and findings delegated to Long Range Planning.

We still have labor shortages issues which is not just in LCC. It is an island wide issue. We also struggle with capacity for large member events.

Personal Comments: It has been my pleasure to serve as Clubhouse Chair. I know that the house committee will continue to be successful. I would like to give a big thanks to the entire clubhouse staff for their incredible dedication and performance throughout the year. Their service to the membership is second to none. We are so fortunate to have them as our employees. I am extremely proud of all of them. I also want to wish Leon Crimmins a very happy retirement. I really enjoyed working with him. - Eloise Mason

Long Range Planning Committee

Committee Members: Vic Feigenbaum, *Chair*; Paula Bennett; Ray DiMuzio; Rich Giordano; Lance Killoran; Rich Miskewicz; Marci Odell; Rick Snyder; Alan Maloy, *Finance Committee Liaison*; Bob Curri, *Golf & Greens Committee Liaison*; Mark Bone, *Sports Center Committee Liaison*; Jennifer Goodstein, *Cultural Association Liaison*; Leon Crimmins, *GM*.

Our Charter states that the purpose of the Long Range Planning (LRP) committee is to develop, maintain and administer a systemic LRP process that addresses the strategic needs of Long Cove Club (LCC) and its members.

2022 Highlights:

As was initiated in 2018, the committee continued to devote much time and effort in coordinating and planning the present Strategic Plan Initiatives, and in working closely with the other committees that are directly involved with each of the specific initiatives and their mission to bring those initiatives to fruition.

A rundown of the initiatives taken from the Strategic Plan acts as a highlight of the past year's activities revolving around the LRP:

- Randy Brooks, Sandy West, Don Calhoon & Steve Schuckenbrock assembled a Member Satisfaction Survey. Results were presented to the Membership and have helped guide the Board and LRP on future decisions.
- A Leisure Path: After a determination was made that the latest proposed path would still remain on the road for 25% of its route, while intruding alongside several properties and also be cost prohibitive, the Community Services Committee has spearheaded a plan to very soon put a speed camera system into operation to make the roads a safer place.
- Planning for a Wellness Center; Repurposing the Club House; Using Underutilized Common Property: The LRP and the Ad Hoc Committee on Casual Dining have spent the past few month putting together plans to present to the membership in the next couple of months that will potentially utilize the open area next to the clubhouse to help provide a Wellness Center, along with Indoor-Outdoor Casual Dining, space for meeting rooms and Cultural Association activities, a new Sports Center and halfway-house for golfers, all in conjunction with an expansion of the Oak Room in the Club House and expansion of our Kitchen facilities.
- Enhance Practice and Teaching Facilities: A revamped driving range and teeing area is already in operation, and a new teaching facility will be open by the beginning of the year, thanks to the great efforts of the Golf and Greens Committee.
- Accelerate Road and Lagoon Maintenance and Restoration: An ambitious road program has already been in progress, and the Ad Hoc Committee on Lagoons has put into motion a more efficient and less intrusive program to

more effectively maintain and restore our lagoon system.

- Revamp the Capital Assessment Program: The Finance Committee championed a referendum that increased our Initiation Fee to \$35,000, and also established the Special Reserve Funds to effectively safeguard that funds intended for future capital use will be available when the membership deems it so.
- Enhance the Waterfront Area: Due to the work of both our Waterfront Committee and our GM/COO, a proper ice machine was installed, seating areas have been laid out on the dock area, and plans are in the process for a pavilion for greater membership involvement at the waterfront.
- Introduce Lawn Games: Bocce courts were previously installed, and this year introduced a competitive bocce league.
- Achieve a More Sustainable and Greener Community: Behind the efforts of our GM/COO and our Golf Course Superintendent, measures have been put in place to achieve that goal.
- Review and Updating Rules & Regulations, Bylaws and Covenants: There has been an ongoing mission by the Board of Directors to continually conform our governance documents to a changing landscape and new challenges.
- Updating Existing Policy Manual: That was accomplished this year with a complete revision of the prior Policy Manual.
- Maintain High Member Satisfaction with the LCC Experience: Per our last survey of a year ago, that has been accomplished.
- Continue to Support LCC Marketing and Realtor Outreach Effort: Through the top-notch efforts of our Marketing Committee and our dedicated staff, that has been accomplished, with stellar results over this past year.
- Implement Employee Retention Program: That has been accomplished in various ways by our GM/COO with the full support of our Board during this difficult time period of labor availability. A management task force on recruitment and retention is already operational, while a new position for a Human Resource Director/Recruitment Specialist to effectuate these goals has been put forward by the Board.

Our committee members are dedicated to the Vision and Mission statements of our Club, and their commitment and hard work is sincerely appreciated. We are dedicated to help in providing member preferred amenities while maintaining the high standards of excellence that our members expect and deserve. A special thanks to Leon Crimmins who has been instrumental in making LCC a wonderful place for all of us. His insights and experience are a valuable input into our planning, building and performance process.

Marketing Committee

Committee Members: Sharon Essler, *Chair*; Lindsay Finger, *Director of Marketing & Communications*; Christy Cohen, *Community Relations Manager*; Leon Crimmins, *GM*; John Akeson; Gail Dente, Steve Josowitz, Peggy Nowak, Lee Russell, Steve Tagert, Debbie Vasquez

It has been another busy and successful year for the Marketing Department! The purpose of the Marketing Committee is to attract new members by developing and coordinating comprehensive internal and external marketing programs for Long Cove Club (LCC). In addition, the committee oversees Club communications, prospective member and realtor interactions, new Member on-boarding, and new Member activities.

Highlights for 2022 include

Digital Marketing Campaign:

We continued our robust digital marketing campaign in 2022 led by our ongoing partnership with Coastal Marketing Strategies. Search engine optimization tactics are used to drive qualified and interested prospective members to the website. We have consistently seen our “pages per session” metric increase, which means that each visit to our website, people review more content than they did last year. It shows that we are targeting the right people who want to read through all areas of our website.

To enhance our SEO strategies, we expanded our digital display ad partnership with Byrne Media, delivering targeted digital and facebook ads to certain demographics in specific areas of the southeast. The campaign also allowed us to target Hilton Head Island “hotspots” capturing potential prospective buyers while they are vacationing here.

Through our digital efforts, year-to-date (1/1/22 to 11/1/22), we had a total of 147,004 unique visitors to the Long Cove Club website. This is a 44% increase in unique traffic when compared to the same timeframe in 2021.

Traffic to our website and digital interest in LCC spiked in February and March 2022 with the addition of the Darius Rucker Intercollegiate (DRI) on Golf Channel. From February 18 to March 5, we recorded 25,259 unique visitors to our website with 44,433 page views to the DRI website. During that time frame, we had 4,047 page views on our facts and fees page and 5,909 page views on our homes page.

Member Central Re-Design:

One of the biggest projects completed in 2022 was a re-design of our member website. Lindsay Finger worked with our website and database provider, Jonas, to create a more member friendly dashboard and easier use across all platforms.

Prospective Member Brochure Re-Design:

Lindsay Finger & Christy Cohen led the charge on re-designing LCC’s membership brochure for prospective members. The final product better provides a glimpse into the LCC lifestyle and detailed information about all of our amenities.

Print Marketing Campaign:

We launched a 2022 print campaign in January with the LINKS Magazine Premier Property Guide. This was mailed to 60,000 subscribers with an income of \$250k+/year. A digital eblast was sent to 14,626 LINKS Magazine subscribers on July 26, which received 9,637 (66.14%) opens and 574 total clicks.

In addition, Long Cove Club was featured in the September “Southern Living” edition of Hilton Head Monthly.

Realtor Relations & Prospective Member Program:

Christy Cohen, Community Relations Manager, continues to work to develop relationships with local realtors and assist prospective buyers through their purchase decision within LCC.

As of November 1, 2022, we had 52 total property transactions this year, 39 homes and 13 lots, which is higher than the 49 sold in 2019, but less than 2020 at 63 and 2021 at 72. There are three more homes and one lot under contract expected to close before the end of the year, which would end the year with 56 transactions. Inventory remains low with only three homes and two lots for sale.

Christy gave 50 tours during the period from January 1 to November 1. Realtors are permitted to provide tours to their buyers during the buying process. LCC provides a professional package of marketing information to provide to prospective buyers.

A Realtor Newsletter is sent monthly to almost 1,000 local realtors and is full of helpful information to share with their clients.

Member Ambassador Program – The Ambassador program promotes Member interaction with potential buyers. Thank you to all the volunteers who have participated this year! If interested in becoming a Member Ambassador with dining or golf, please contact Christy Cohen at ccohen@longcoveclub.com.

Member Relations & Communication:

This year, LCC has welcomed 49 new households between January 1 and November 1. Each new member is provided a thorough orientation after their closing and receives a notebook with all their materials and a generous welcome gift bag. Twice a year New Member Happy Hours are held to welcome our new property owners and encourage them to meet fellow new Members.

We continue to focus on communication to the Membership, so they are always informed of events and LCC news. As part of our communication plan, we inform the membership through the weekly eblasts, quarterly newsletter, text message system, clubhouse bulletins, and video marketing.

We are continuing to provide direct points of communications for our Members to be informed of Club events and news. If you cannot access Member Central or are not receiving Club emails/text messages, please contact Lindsay Finger at lfinger@longcoveclub.com.

Sports Center Committee

Committee Members: Randy Rose, *Chair*; Tom Ruth, *Sports Center Director*; Leon Crimmins, *GM*; Denise Banks; Mark Bone; Wendy Harding; Carolee Hutton; Phil Jones; Lynn O’Meally; Lisa Smith

The Sports Center continues to grow with member play. This year the Sports Center hosted a total of 19 teams for Interclub and USTA tennis team competition. Tennis social events attracted 159 players for the year. The Pickleball social events attracted 209 players for the year. Both tennis and pickleball are seeing increased court use as a result of increased programming for new and returning players. A pickleball practice machine was delivered at the start of the year and has been a well-received addition to the pickleball program. In addition, a weekly Bocce League was added to the Sports Center schedule this fall. This first season is being utilized to determine the needs and wants of the community, but early feedback has been very positive.

Highlights from 2022

- Increased programming at the Sports Center included a total of 18 special member social events in tennis, pickleball, and bocce. In 2023 the committee will look to incorporate the use of the pool into events and programming.
- Tennis league teams hit an all-time high with 19 teams calling Long Cove Club home in 2022.
- As of Nov. 1, Tennis Court use is up 10% and Pickleball Court use is up 18%. Tennis is forecasting 12,500 visits and Pickleball 5,000 visits. 251 unique players to tennis and 288 unique pickleball players were registered to play. The average tennis player played 18 times and the average pickleball player played 6 times.
- A new outdoor tv was added to the Sports Center deck to improve the social atmosphere after a day on the tennis, pickleball, or bocce courts.
- In 2022 there were over 250 hours of tennis clinics offered and 100 hours of pickleball clinics.

- Introduction of Bocce league play with the goal of incorporating more players and more spots in the future.

The staff at the Sports Center continues to deliver high quality service with the increased use of the facilities. Thank you to Pro Shop Manager Susie Lester, Head Professional Thomas Richter, Pro Shop Administrator Dick Treiss, Court Maintenance Brandon McCaskill, and Court Maintenance Charles Stoye.

Waterfront Committee

Committee members: Randy Brooks, *Chair*; Mark Finger, *Dockmaster*; Harold Sauls, *Director of Community Services*; Leon Crimmins, *GM*; Lisa Bisgard; Roy Bowen; Jerry D’Anne; Tom Nowak; Will Odell; Fred Steele; Kevin Thieneman

The purposes and responsibilities of the committee are to manage the Marina facilities and make sure the uses of the Marina is safe for the enjoyment of all members of LCC.

The Board of Directors approves the Waterfront Committee members annually. Its monthly committee minutes are presented, reviewed, and approved by the Board of Directors.

Activities in 2022

Mark Finger accepted the position of Dockmaster late last fall. He has devoted considerable time to the marina with notable success in a number of areas including:

- Daily inspection of dock to attend to a wide array of maintenance upkeep to ensure that the Marina looks great every day.
- Inspection of watercrafts at the Marina to notify boaters of any issues with their watercraft (i.e. bilge pump not working). This is a proactive approach for the safety and benefit to all boaters.
- Prepares the Marina for potential weather or hurricanes.
- Development of a fob system for recording usage hours. Members have been kept well informed about the importance of using this every time they take their boat, pwc, kayak or paddleboard out. Those who do not meet the usage requirements outlined in our Rules and Regulations may be required to relinquish their slip.
- Eight boats slips have become available during the year through home or boat sales. On average a member’s seeking slips wait approximately 6-8 months.
- The “wait list” includes about 20-25 members at any point in time. The majority of members who were offered slips last year declined due to not wanting to purchase a boat at this time and asked to be put at the end of the list. The Waterfront committee is in active conversations about how to better manage this process.
- On average over the past 2 years, we have 12 – 15 slips empty every day as owners’ boats are in dry storage, maintenance or simply not here. The Waterfront committee is looking into operational changes we could take to utilize the empty slips more efficiently.

Marina Improvements Planned for 2023

- A floating dockmaster office is in the capital plan for 2023, giving Mark space to enable him to assist our Marina users better. It will be moored in the unusable dock space adjacent to the kayak launch.
- A multifunctional platform in the marina park will be added with additional furnishing to provide our members with space for socializing.

Dining Ad Hoc Committee

Randy Rose, *Chair*; Joanne Calhoun, Alan Engelson, Vic Feigenbaum, Ed Howe, Ed Hutton, Eloise Mason, Rich Miskewicz, Marci Odell, Rick Snyder, Leon Crimmins, *General Manager/COO*; Nick Brisk, *Clubhouse Manager*, John Soulia, *Executive Chef*; Harold Sauls, *Director of Community Services*; Lindsay Finger, *Director of Marketing & Communications*

Background and Scope: In response to member feedback about the limitations of current dining options, the Long Cove Club Board of Directors formed an ad hoc dining committee in 2021 to partner with key members of Long Cove’s management team to explore options for improving clubhouse dining offerings. Over the past year and a half, the committee has considered all major aspects of the club’s food and beverage (F&B) program, including indoor and outdoor dining venues, lunch venues, event facilities, bars, kitchen capability and capacity.

Process: Committee research included phone calls to top clubs in the southeast, site visits to several local clubs, and a compilation of photos and articles reflecting nationwide best practices (and key lessons learned) in private club dining. To further inform the analysis, the committee developed an inventory of F&B program strengths (to retain), member experience issues (to improve) and operational challenges (to solve).

F&B program strengths to retain: <ul style="list-style-type: none">• Delicious food• High quality service• Area for quiet dining• Intimate space for special dinners	Member experience issues to improve: <ul style="list-style-type: none">• Limited outside seating• Limited casual dining space• Small bars• Outdated décor• Limited event space• Limited parking• No member dining when events are held	Key operational challenges to solve: <ul style="list-style-type: none">• Single food line• Kitchen access congestion• Limited storage space• Difficulty serving upstairs• Loading dock issues• Wine program demand
--	---	--

Outside professionals were engaged to provide assistance in particular areas. The committee met with key club constituents in an effort to share progress, solicit feedback, surface issues and brainstorm solutions.

The committee expressly sought to balance strategic design concepts and member experience improvements with operational effectiveness requirements and cost considerations.

Next Steps: The committee has developed 6 specific recommendations related to the kitchen, casual dining venue location and design, member event space, decor upgrades to the Grill and Magnolia Rooms and member engagement approach. These will be formally shared with the Long Range Planning Committee and Board of Directors in November/December. Those recommendations that are approved by these groups will then be incorporated into the revised Strategic Plan and shared with the membership along with other potential strategic amenity improvements for our community.

Long Cove Club

www.LongCoveClub.com

Stay up to date on all Long Cove Club news and event announcements. If you are not receiving LCC emails or cannot get access to the Member Central website/Mobile App, please contact Lindsay Finger at lfinger@longcoveclub.com.
