

Long Cove Club

2023 Annual Meeting Committee Reports

November 6, 2023
Long Cove Clubhouse

Architectural Review Board

Committee Members: Dave Medvedeff (Chair), Harry Morales (Vice-Chair), Angelina Carper, Russ Collins, Dennis Crawford, Fred Fisher, Debbie Vasquez, Britt Levine (ARB Administrator), Mario Campuzano (General Manager/COO), Fred DelGaudio (Golf & Greens Liaison), Roy Bowen (BOD Liaison), Neil Gordon (Architect), Judd Carstens (Landscape Architect), Woody Morris (Arborist)

As we approach the conclusion of yet another remarkable year, we are happy to share the achievements and dedication of our Architecture Review Board (ARB). The ARB is comprised of devoted members who bring their unique talents and unwavering commitment to ensure that our community's aesthetic appeal, beauty, and harmony are preserved and enhanced for years to come. These members have consistently demonstrated their commitment to upholding established guidelines and maintaining the overall aesthetic and property values of our neighborhood. The past year has once again showcased their dedication, expertise, and collaborative spirit.

The addition of Britt Levine as a full-time administrator has been invaluable to the ARB committee. She has consistently provided prompt and high-quality responses to member and non-member inquiries. Additionally, Britt has played a key role in gathering information from external sources to inform the ARB about best practices and how other communities address relevant issues. Her innovative idea to create an occasional column under the pseudonym "A.R. Bee" to communicate various topics of interest to the membership has been well-received.

Throughout the year, ARB members invested countless hours in reviewing project requests and meeting with homeowners and builders to provide valuable feedback. In 2023, the ARB remained exceptionally active, with many new home projects continuing from the previous year, along with the approval of eight new home projects. These projects underwent meticulous design reviews, encompassing architectural considerations, external appearances, adherence to existing design guidelines, lot siting, exterior paint color, and landscape design. ARB members were present during the site clearance process to ensure the preservation of important trees and vegetation. They monitored construction sites to maintain cleanliness, keep adjacent roads clear, and minimize disruptions to neighbors on the affected streets.

The ARB also dedicated substantial time to the review of tree removal and swimming pool applications. Similar to new home design reviews, swimming pool applications required professional input and ARB member approval. Often, these applications involved tree removal, prompting ARB members to perform on-site assessments of the affected trees. When necessary, they ensured that appropriate mitigation efforts were put in place to restore overstory and understory elements lost due to tree removal.

Permit Type	Qty	Delta from 2022	Comment
New Homes	8	-1	
Additions	6	+2	
Dumpsters/ Renovations	14	-2	
Pool / Hot Tub	6	even	
Deck	10	even	
Roof	15	-1	
Painting / stuc- co	18	-5	
Driveway	12	+4	
POD	3	+2	
Landscaping	4	-2	
Miscellaneous (doors/ windows/ railings, etc.)	22	-1	
Tree removal/ trimming	85	+5	201 requested 182 approved 18 mitigated
Change Orders	15	+1	
Total:	218		

The annual inspection process demanded significant effort from each ARB member as they conducted on-site visits to every lot in Long Cove (approximately 80 lots per ARB member). They identified and documented any deficiencies that required attention and communicated their findings through annual inspection reports to lot owners. Most homes required no follow-up work, a testament to the collective dedication of our membership in maintaining our community's beauty. Inspection results were distributed later than desired due to the manual efforts in handling of these reports. In the coming year, the ARB plans to implement an automatic electronic recording of inspection results, including property photos, for swift distribution to lot owners upon inspection completion, thus allowing for more time to correct deficiencies and less consumption of resources associated with report generation.

One of the ARB's significant achievements this year was the comprehensive review and update of the Design Guidelines and Procedures (DG&Ps), along with adjustments to fines and fees. Based on substantial member feedback, the

ARB analyzed home size to lot size ratios and established maximum square footage for new houses based on their lot size. The Golf Course Preservation Plan was integrated into landscaping decisions for homes bordering the golf course. The DG&Ps were updated with common-sense revisions that eliminated unenforceable rules while preserving the community's aesthetic integrity. The updated DG&Ps, along with revised fees and fines, emphasize the need for exterior work completion in new home construction within 12 months, increased impact fees for builders, coverage of more variable costs incurred by professional services, and higher fines for unapproved work.

In addition to architectural reviews, our ARB has actively engaged in cross-functional collaboration, working closely with the Community Services and Golf and Greens Committees. The ARB liaison to these committees facilitated two-way feedback, enhancing communication between these entities. This collaborative approach has resulted in a more holistic perspective, benefiting the entire organization.

The ARB also invested significant effort in knowledge sharing and professional development. Harry Morales led the effort to develop a forest management plan for Long Cove to ensure proper stewardship for the community's tree population. The State Forestry Commission conducted a fire risk assessment, and based on their recommendations, initial mitigation efforts were undertaken to reduce the fire risk. While we have an excellent foundation to build from, additional work remains in further developing the management plan and risk mitigation.

Our ARB has been proactive in staying abreast of evolving technology and industry standards, ensuring that our architectural strategies remain current and future-ready. The ARB members have harnessed tools for identifying lot boundaries, identifying plant types, verifying approved paint colors, and other elements to enhance their efficiency and informed governance. The ARB also recently met with the Town of Hilton Head Director of Development to better understand rules and guidelines that the Town is implementing (e.g., allowable impervious surface area and home to lot ratios) and to ensure that changes that we're making to the DG&Ps are not counter to these rules.

The dedication and commitment of our ARB members have been extraordinary, often surpassing their regular duties to ensure the success of our architectural initiatives. Their collective efforts have yielded tangible results, and their willingness to share their expertise and knowledge has enriched our entire organization.

As we conclude this year, we extend our heartfelt appreciation to each member of the ARB for their tireless dedication, professionalism, and unwavering pursuit of excellence. Their contributions have been pivotal to our continued success. Looking ahead to the new year, the Architecture Review Board will remain a driving force, ensuring that we uphold the highest standards and continue to enhance the beauty of our community.

Community Services & Security Committee

Committee Members: Roy Bowen (Chair), Jamie Vasquez, Sirman Hollabaugh, Stefanie Thieneman, Chris Brooks, Reggie Register, Elaine Killoran, Kitty Krahnke, Chris Coombs, Harold Sauls (Director of Community Services), Willie Rice (Chief of Security), Mario Campuzano (General Manager/COO), Harry Morales (ARB Liaison), Mickey Graham (Garden Club Liaison)

2023 Accomplishments / Projects

- The Committee reviewed and updated the Committee’s Charter.
- The Committee, in support of the work of the Club’s Long Range Planning Committee to develop a Facilities Master Plan for the Club, performed a SWOT (Strengths / Weaknesses / Opportunities / Threats) Analysis for the facilities / areas for which the Committee is responsible and recommendations for improvements (maintenance capital and new capital). This included the marina park, playground, dog park and potential safety / walking path.
- Roadway Safety – The Committee developed options intended to address Club member concerns with roadway safety, especially insofar as pedestrians and cyclists. These options were presented at a Town Hall meeting on May 22nd. Based upon Club member, Club management, public safety officials and consultant input, the Committee developed a Roadway Safety Initiative that included several components, including enhanced vehicle speed enforcement and vehicle driver, pedestrian and cyclist awareness / education via multiple communications outlets. A second Town Hall meeting was held on September 18th to convey to Club members actions that have been or will be implemented to address roadway safety concerns.
- Lagoon Restoration – Picking up on the work of the Lagoon System Baseline Analysis Report prepared by Blackwater Civil Engineering Consultants and presented in August 2021, the Committee invested time on additional analysis and new technology intended to address recommendations contained in that report. In that regard, the Committee proposed and evaluated the installation of approximately 300 linear feet of SOX erosion technology along three lagoons. The evaluation was favorable to continuing to use this technology over a period of time that could be accommodated by budgeting discipline that allocated funds annually for the purpose. The SOX technology should provide superior erosion control and appearance on the lagoon banks and at a cost that is less than alternative approaches to lagoon restoration. Work continues to prioritize the lagoons and areas within the lagoons for the installation of the SOX technology.
- Road Improvement – The Committee continues to be fully engaged with three major road improvements, those being repaving of all roads within

the community, the replacement of all curbing and storm drains along roads, and the design of a new “Members Only” entrance at the main entrance to Long Cove Club. To that end, budgets are being developed for each of the three improvements, with expectations that the work will be done in phases over two or three fiscal years, likely beginning in 2024. The magnitude of the projects will require Membership approval via a referendum.

- Fishing in Club Lagoons – Extensive consideration was given to how best to continue to permit fishing in Club lagoons in as safe a way possible. Towards achieving this goal, the Committee developed new fishing rules that include a requirement a Member or guest of a Member must have been issued a Long Cove Club fishing permit to fish in Club lagoons, and some restrictions on where fishing can take place. The Committee also developed a video on the Club rules for fishing and safe practices while fishing that any Member seeking a fishing permit must watch to access the permit application.
- Member-owned Golf Carts – The Committee developed rules for the safe operation of member-owned golf carts within the community, the design specifications for such golf carts, and the requirement that golf carts must be inspected annually to ensure compliance with the design specifications. The Committee also recommended and the Board approved a suspension of approvals for new golf carts within the community pending further evaluation of the impact of such carts on road safety.
- Alligator Safety – The Committee created an Alligator Safety Sub-Committee to further evaluate messaging and actions intended to the extent possible interaction between humans and alligators. Towards that end, practices regarding golf ball retrieval, fishing and walking along Long Cove Club roads (especially with dogs) were recommended and approved by the Board.
- Community Gardens - The Committee continued to work with the Long Cove Garden Club to develop a Master Plan for the gardens. The Committee also supported interim improvements to the gardens that included the addition of a shaded seating area and the replacement of fruit trees that had died.

Finance Committee

Committee Members: Doug Wetmore, Chair; Matthew Ramsey, (Chief Financial Officer), Mario Campuzano (General Manager/COO) Pat O'Meally, Alan Maloy, Frank Russo, Fred Del Gaudio, Bill Coombs, Scott Malaney, Beau Steady, Tom Beaver

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;
- Oversight of risk management and insurance;
- Accounting and reporting policies;
- Debt Management and capital accumulation, including investment of available funds;
- Long range financial planning; and
- Recommendation of the independent accounting firm and oversight of 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 recommend final budgets to the Board of Directors for its consideration;
4. Regularly review actual operating and capital performance in comparison to 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. Annual review of property & casualty 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 and findings;

9. Report Committee activities and findings to the Board of Directors at all Board meetings;
10. Report annually, and as necessary, to owners on the Committee's activities; and
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 2023 follows:

- The Committee reviewed the Club's monthly and year-to-date financial performance on a level that enabled 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 2022 financial statements as well as their report on the Club's internal accounting controls; control weaknesses noted by RSM LLP were addressed.
- The Committee 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.
- The Committee is actively engaged integrating the Capital Reserve Study, completed in June 2023, with the Club's existing capital plans for those areas not fully contemplated in the Study, such as lagoons.

All members of the Committee are dedicated to accomplishing the goals and objectives of the Committee. The Committee continues to believe the association is in stable financial condition.

Golf and Greens Committee

Committee Members: Fred DelGaudio (Chair), Amelia Howe, Rob Frankil, Bob Rotella, Garth Sprecher, Nannette Hoadley, Bob Curri (LRP Liaison), David Medvedeff (ARB Liaison), Randy Wilke (MGA President), Karen Seelig (LGA President), Bob Patton (Director of Golf), Ashley Davis (Golf Course Superintendent), Ben Chehval (Head Golf Professional), Mario Campuzano (General Manager/COO)

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

Provide member input to the Director of Golf, the Head Golf Professional, the Golf Course Superintendent and the General Manager/COO. 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.

Act as ambassadors to members, guests, and others by assisting with the implementation of approved programs, preserving the integrity of the golf course and promoting our national reputation. This includes adoption of the LCC Golf Course Preservation Plan.

Highlights for the year include:

- It has been another exceptionally busy year for play on our great golf course! Through September of 2023, while we are down roughly 5% to our all-time record year in 2021 with 38,355 rounds, we remain 17% ahead of our five year average and 5% ahead of the YTD total for 2022. We anticipate by the year's end that we will exceed 36,000 18-hole rounds played, which will be the second busiest year in our club history. 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.
- The biggest addition to benefit the golf experience at LCC is clearly "The Cove", our state-of-the-art teaching facility. Under Director of Instruction Rob Stocke our Golf instructional programs are more popular than ever and the response to our instructional programs has been outstanding! Since opening "The Cove" in late January, we have seen a dramatic increase in lessons, fittings, and club sales. Through the end of September, lessons have already exceeded last year's total, having given over 1160 lessons through September 2023. The putting studio has been a tremendous addition with over 350 sessions and has helped sell over 50 putters this

year (more than any prior year). We have done over 100 club fittings through September 2023, which is dramatically up from previous years. Not only has the membership embraced the new facility, but members have invited many of their guests to experience the new technology for lessons and club fittings. The Cove has also expanded our ability to do more expansive clinics and group lessons. We have received compliments for the specialty clinics, such as the Member/Guest Invitational Spouse's clinic, ladies beginner clinics, and our junior clinics and camps. Additionally, the new facility has allowed our vendors more exposure, which has led to them providing more products for demo and sales to our membership. Cobra donated their entire putter line to use in the putting studio, and in 2024 we will have a full PING fitting matrix at no charge. We will continue to grow and expand our instructional and club fitting opportunities with new events and experiences we can offer the membership at Long Cove Club.

- Beyond our in-house fitting capability in The Cove, we also continue to offer opportunities to be professionally fit for equipment directly from fitting specialists from the top manufacturers. In 2023 we have offered 22 Demo/Fitting Day events (12 in the late spring and 10 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 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 2023, 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. Our recent Fall Member-Member had 48 teams (96 players) competing which is record participation for this event. The total number of events is down slightly as we pare down less popular events with our goal to provide a balance of popular club events while allowing for member play on our busy course. We also helped organize and run 22 MGA/LGA "Major" events along with another 62 of their regular weekly events. Additionally, we hosted important outside events including the final qualifying event for the U.S. Senior Open. 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!

- Due largely to the great work and attention of our exceptional Merchandise Manager Donna Norris, 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. Early in the year we struggled a bit with product availability and supply chain but since then we have managed to maintain sufficient inventory and have stayed ahead of our budget for the year. We are looking ahead and anticipating good holiday sales to finish with possibly another record year! A special thanks to Donna 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 in this important area of our golf experience!
- Despite heavy play throughout the year the Golf Maintenance Department was successful in providing quality playing conditions throughout the year. While we had no major projects on the golf course this year, we are excited to begin the installation of two approved projects in 2024; a new golf course pumpstation in January and an irrigation system replacement in May.

We would like to thank our Golf Staff and the Golf Maintenance team 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

Director of Instruction: Rob Stocke

Merchandise Manager: Donna Norris

Locker Room Manager: Mick Secrest

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

Golf Course Superintendent: Ashley Davis, CGCS

Assistant Golf Course Superintendents: Mark Lewis, Jordan Feathers, Logan Holland

House Committee

Committee Members: Vic Feigenbaum (Chair), Sharon Essler (Vice-Chair), Kaitlyn Allen (Clubhouse Manager), John Soulia (Executive Chef), Beth Anderson (Assistant Clubhouse Manager), Christine Clancy (Activities Coordinator), Mario Campuzano (General Manager/COO), Lisa Bisgard, Starr Carr, Judy Fisher, Bill Haley, Fred Parker, Sandra Tagert, Tim Windholtz

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 2023 are as follows:

- Dinner covers through September stand at 12,464, compared to 9263 for 2022.
- Clubhouse bottom line is \$28k favorable to budget
- The 4th quarter will traditionally produce very favorable numbers – already, the 12,464 dinner covers through the first 3 quarters of 2023 are more than all the Dinner covers for the entire year of 2022 (12,356).

The numbers reflect enhancements to our food & beverage program and a uniform menu for both the Jim Ferree Bar and the Grill Room, along with a revamped Brunch schedule and a new casual dining program for Sunday evenings called Pub 44.

An initial meeting with Leon Crimmins and Nick Brisk in November produced a wish list of items for the committee to work on throughout the

following 12 months. Specifically, the items were as follows in no particular order:

- To provide a new level of high-quality wines by the glass for members.
- To increase member use of the Clubhouse on Sundays for casual dining.
- To provide one uniform menu for both upstairs and downstairs diners.
- To provide more additional space for Sunday Brunch patrons.
- To explore the idea of opening the Clubhouse for an additional night of dining.

Management, with assistance from the committee when necessary and required, worked over the ensuing months to implement the above agenda, and produced the following results:

- Premium wines are now offered by the glass through the Cruvinet wine dispensing system in the Grill Room.
- The concept of Pub 44 was created to provide members a casual Sunday evening dining experience with a sports TV bar atmosphere.
- In March a new unified menu was introduced, by our wonderful Executive Chef John Soulia and his terrific staff, which has worked wonders to provide outstanding dining experiences for all diners in the Clubhouse and enable optimal use of the Jim Ferree Bar.
- The menu for Sunday Brunch is now served in the Grill Room, in addition to the Jim Ferree Bar.
- On October 4, the Clubhouse began serving dinner on Wednesday nights through its initial weekly offering of a Prime Rib and Pasta buffet.

In addition to the above, the Clubhouse introduced later hours for both dining and takeout service providing a greater level of convenience for the membership. More Clubhouse hours were made available for the membership, which allowed for a greater utilization of the Clubhouse facilities by everyone, including the Cultural Association. The highest level of dinner covers was offered to our members in both quantity and quality – by the end of the year, the kitchen will have created more dinner covers than any other previous year by far. The entire clubhouse staff has continued to offer a first-class level of service despite an island-wide shortage of pool of potential employees to choose from.

After Leon Crimmins retired from his post as the Long Cove Club GM/COO,

we were indeed fortunate to welcome aboard his successor, Mario Campuzano. Mario has worked tirelessly with the staff to successfully implement the above agenda. After Nick Brisk left, we were thrilled to welcome Kaitlyn Allen in September to the post of Clubhouse Manager, and we know that even bigger and better things await our members because of her arrival.

Kudos must also be given to Beth Anderson, our Assistant Clubhouse Manager, who kept everything humming smoothly between the time Nick Brisk left in June and Kaitlyn Allen arrived in September. We also have greatly appreciated the work of Christine Clancy, our departing Clubhouse Activities Coordinator, who ensured that every last space in the Clubhouse was utilized efficiently and properly, while juggling requirements for special events, the Cultural Association, and the ongoing weekly calendar of dining and events.

One of the pillars of the success this past year at the Clubhouse has been the relentless contributions from the members of the House Committee. All the folks who volunteered and served did so with a positive attitude and a strong desire to build and foster a foundation of teamwork as they moved forward throughout the year. Positive and constructive advice and feedback was offered to management when appropriate, and the members also acted as a liaison and conduit for member thoughts and suggestions to be constantly considered and reviewed by the committee and management. All in all, it was an absolute pleasure to work with everyone on the committee. In addition, as mentioned above, we continue to be fortunate to have Chef John and his staff work their magic daily. Finally, a very large thank you to Mario and his entire team as they continue to successfully implement his philosophy to make the Club as member friendly as possible – very much appreciated.

Long Range Planning Committee

Committee Members: Randy Rose (Chair), Paula Bennett, John Donaghy, Lance Killoran, Rich Miskewicz, Marci Odell, Rick Snyder, Alan Maloy (Finance Committee Liaison), Bob Curri (Golf and Greens Committee Liaison), Mark Bone (Sports Center Committee Liaison), Jennifer Goodstein (Cultural Association Liaison), Mario Campuzano (General Manager/COO)

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

2023 Highlights:

2023 marked the final year of our current 5-year strategic plan. As such, the LRP committee focused its efforts on developing a new strategic plan spanning the period 2024-2028. The current plan was a significant step forward for our community in that it took a multi-year view, incorporated relevant industry intelligence and spanned finance, operations, governance and facilities. Looking forward, the committee sought to retain these valuable plan components while striving for improvements in three key areas: (a) greater member input towards facilities planning; (b) inclusion of ballpark cost estimates for facility improvement projects; and (c) explicit consideration of funding sources and project execution bandwidth when defining project sequencing and realistic target timing.

The first half of the year was largely focused on the facilities pillar. The process started with a request to all committee chairs to work with their respective committees to complete a standard planning template for their area comprising a current state assessment, SWOT analysis, relevant member usage statistics, a future state vision and a list of strategic projects required to realize the vision. All area plans were consolidated and discussed in depth at the two-day board retreat in late January. The outcome of those discussions was a set of top priorities for review with the membership.

The LRP committee decided that small group sessions would be the most effective way to really understand the perspectives and interests of our diverse community. Rather than engage the expensive services of an outside consulting firm, a dedicated group of LCC volunteers planned, prepared for and executed 14 separate 2-hour “community engagement sessions”, reaching over 200 members in person.

When combined with online survey responses, we heard from roughly a third of the community, and respondent demographics aligned closely with the membership as a whole in terms of age, tenure and residency status. The sessions were extremely valuable not only in capturing member interest levels regarding

proposed strategic improvements, but also in enabling attendees to hear differing viewpoints from their fellow neighbors. Despite the wide variety of perspectives, all sessions were cordial and constructive – a testament to the warm and inclusive culture of LCC.

Subsequent facilities planning activities were confined to those initiatives which had broad member interest and support, and focused on ballpark cost estimates, funding sources, operational implications, execution considerations and practical sequencing. Progress updates were provided at town halls in June and September, and as of the writing of this report, strategic facilities planning is on track to be completed by year-end.

In addition to the facilities pillar, strategic planning once again also included governance, finance and operations. Areas of focus are as follows:

- Governance – prioritized and recurring topic-specific updates to our covenants to modernize, align with private club standard practices, and remove potential conflicts with LCC operating strategies; board and club operations performance scorecards; and an improved annual review process to ensure the strategic plan remains relevant and aligned with current member interests
- Finance – appropriate levels of asset maintenance funding; market-aligned initiation fees to accumulate capital funding reserves for use in emergency situations and to help fund strategic facility improvements; proactive analysis of insurance options; disciplined budgeting processes; and prudent investing of club cash balances
- Operations – creating and sustaining a culture of service excellence; operational efficiencies through streamlined processes and use of enabling technology; employee selection, development and retention; and thoughtful succession planning

You can expect to receive the new Strategic Plan in Q1 of 2024.

Personal Note: On behalf of the entire board, I want to thank everyone who took the time to attend a community engagement session or complete an online survey. Your input mattered and helped shape our facilities improvement strategy. I also want to thank the talented and energetic community engagement team, comprising Sharon Essler, Peggy Nowak, John Donaghy, Jenn Goodstein, Marci Odell, Lauren Nines, Lindsay Finger and Mallory Kuykendall for a job very well done.

Marketing Committee

Committee Members: Sharon Essler (Chair), Lindsay Finger (Director of Marketing & Communications), Christy Cohen (Membership Director), Mario Campuzano (General Manager/COO), John Akeson, Alexis Buryk, Steve Josowitz, Peggy Nowak, 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 2023 include

Digital Marketing Campaign:

We continued our robust digital marketing campaign in 2023 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.

Through our digital efforts, year-to-date (1/1/23 to 10/30/23), we had a total of 152,892 unique visitors to the Long Cove Club website. This is a 4% increase in unique traffic when compared to the same timeframe in 2022.

Because of our added tracking analytics, we are able to see exactly what part of the country our website visitors are coming from and tie it together with data trends and other local aspects.

One metric that has consistently risen for us is “time on page.” Our marketing efforts are targeting the right traffic and they are engaging more with our content. This has a direct impact on how other parts of our website ranks. The more time people spend on the website, the more important we will appear to Google/Bing. Also, our name-brand search has risen over 100% since 2018. This metric tracks how often a visitor types or voice searches us by name: Long Cove HHI, Long Cove Club, etc.

Updating Branding Materials

One of the biggest projects completed in 2023 was updating our branding materials. Bill Hornstein from Hornstein Creative was on site in September to produce a new portfolio of images for the club. Mr. Hornstein was chosen for this project due to his extensive portfolio on high end golf courses.

In addition, Ryan Greco from Moonlight Productions was on site in October to update our community video and produce additional commercials we can use during the Darius Rucker Intercollegiate or other times throughout the year.

Darius Rucker Intercollegiate Advertising and Spectators

The tournament once again received funding from the Town of Hilton Head Island’s Accommodations tax to use for Marketing and Advertising. In 2023, we welcomed 3,000 spectators to Long Cove Club during the three days of tournament play. Although the weather played a role in attracting the locals, we developed a robust marketing campaign with the goal of driving visitors and tourists to Hilton Head Island for the tournament.

For the second year, Golf Channel was on property to televise the tournament live over three days of coverage.

Because of our partnership with Golf Channel, Long Cove Club had the opportunity to submit a 30 second commercial that played nationally several times, at no cost to us.

Realtor Relations, Real Estate and New Member Update

Christy Cohen, Membership Director, continues to develop relationships with local realtors, assists prospective buyers through their purchase decision and welcomes new members into the community.

Realtor Relations: We offer listing agents the opportunity to feature their LCC listings on The Homes page of our website at no charge. Christy is a resource for Realtors who have questions about the community and LCC participates regularly with the local Hilton Head Area Realtors association events. In addition, a newsletter is sent monthly to almost 1,000 local realtors and is full of helpful information to share with their clients.

Real Estate Update: So far in 2023, Long Cove Club has had 21 total property transactions, 16 homes and 5 lots. There are an additional 3 homes and 1 lot under contract scheduled to close in 2023. So, we expect our total property transactions to end the year at 25. This is significantly less than in most previous years. Property transactions are lower this year because of the lack of inventory. There are currently 3 homes and no lots for sale. On average, there has been no time during the year in which there were more than 5 homes on the market at the same time.

Prospective Buyers: Christy gave 25 Club tours during the period from January 1 to November 1, 2023. This doesn't include multiple requests for information via email and phone calls daily. In addition, Realtors are permitted to provide tours to their buyers Tuesday through Sunday. We provide a professional package of marketing information and review it with all prospective buyers.

New Members: New Members are provided with a 90-minute New Member Orientation that details everything they need to know to live in the community and participate in Club life. Christy gave 27 New Member Orientations so far in 2023. During each orientation, new members are given a welcome "swag" bag of LCC branded items including golf hats, wine glasses, wine and more! In addition, the Marketing Dept. hosts New Member Happy Hours twice a year, which is a way for new members to meet fellow new members.

Member Relations & Communication:

We were excited to expand Mallory Kuykendall's role at Long Cove Club as she joined our communications team as Member Services and Communications Coordinator. Her office moved to the Clubhouse for more direct access to the membership. Our team is responsible for all club communications ranging from our weekly emails to developing referendum material. Our goal is to keep our membership informed about Long Cove Club's activities 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: Steve Schuckenbrock (Chair), Tom Ruth (Sports Center Director), Mario Campuzano (General Manager/COO), Denise Banks, Mark Bone (Long Range Planning Liaison), Wendy Harding, Vickie Hollabaugh, Carolee Hutton, Lynn O'Meally

Over the past year, the Sports Center has seen remarkable progress and growth in all sports, including bocce, tennis, and pickleball. These advancements have significantly contributed to enhancing the overall member experience. Improvements have been made to our facilities, including the reconstruction of the Sports Center deck and a fresh coat of paint for the interior, enhancing the aesthetics and usability of our space. Moreover, the completion of the court kiosk between tennis courts 7 and 8 marks a thoughtful initiative to enhance the convenience and comfort of our members. We are also in the process of extending these upgrades to other kiosks, ensuring a consistent and enjoyable experience across the facility.

The Pickleball courts also had a facelift. All pickleball courts have recently been resurfaced. The Sports Center Committee has taken a proactive approach by actively participating in the aquatics program. Their involvement has led to improved communication within the program, ensuring our members are well-informed about events, schedules, and updates related to aquatic activities. This initiative has not only increased engagement but also fostered a sense of community among our aquatic enthusiasts.

The Sports Center Committee has implemented updates to the tennis team rules, aiming to enhance the overall efficiency of the league process. These changes were designed and put into effect to ensure a seamless experience for all participants. With the updated rules now in place, the Sports Center Committee is confident that the league operations will be considerably smoother, providing a better environment for everyone involved in team tennis activities at the Sports Center.

The Bocce League program has experienced remarkable growth, witnessing a substantial increase in participation rates for the Wednesday Night Bocce League. This surge in interest reflects a growing enthusiasm within the community, as more individuals are actively engaging in the league's activities. The rise in attendance underscores the popularity and success of the Bocce League, creating a vibrant and inclusive environment for all participants.

Highlights from 2023

- The Sports Center and the Committee have taken a more active role in the pool area.
- Tennis team rules were updated to better serve the tennis playing community.
- 4 pickleball courts were resurfaced. Gates were added to the side fences on the pickleball courts to allow for better access into and out of the pickleball courts.
- Bocce Wednesday Night League play saw an explosion of participation. Averaging 44 players per night in the fall season, temporary courts are constructed every Wednesday to allow all players a chance to participate.
- Daily member tennis clinic schedule was adjusted and has shown 32% growth from 2022 through September. This is attributed to a new format that has opened up more opportunities for participation. The Pickleball member clinic has seen growth of 300% in 2023. This is attributed to changing of the structure as well.
- The Sports Center hosted 23 tennis teams in 2023 in USTA leagues and Interclub.
- Tennis court kiosk on courts 7 & 8 were upgraded and refurbished to include bottle fillers, cup holders, and bag storage. The plan is to replicate the design on the other three structures.
- The Sports Center is projecting 21,000 visitors in 2023. This represents a 10% increase in tennis participation and a 46% increase in pickleball participation. Unique players at the Sports Center; Tennis- 220 (-12%), Pickleball- 393 (+36%), Bocce- 218 (+110%)
- The Sports Center team continues to provide exceptional service, ensuring a high standard of quality. We extend our heartfelt gratitude to the dedicated team members who have contributed significantly to this achievement. Special thanks to Pro Shop Manager Susie Lester, Head Professional Thomas Richter, Pro Shop Administrator Dick Treiss, as well as Court Maintenance experts Brandon McCaskill and Charles Stoyale. Your unwavering commitment and hard work have truly made a difference, and we are sincerely appreciative of your valuable contributions.

Waterfront Committee

Committee members: Randy Brooks (Chair), Mark Finger (Dockmaster), Harold Sauls (Director of Community Services), Mario Campuzano (GM), Roy Bowen (Community Services & Security Liaison), Jerry D’Anneo, Steve Hasley, Tom Nowak, Will Odell, Fred Parker (LCYC Commodore), 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.

Activities in 2023

The addition of a Dockmaster in 2022 has not only allowed us to expand our services and offerings, but also the ability to have a dedicated team member for the upkeep and maintenance of the marina facility. Highlights for the Waterfront Committee in 2023 include:

- Successfully cleared the Marina waitlist. We currently have a small number of boat and PWC slips for those who are interested.
- Introduced marina services for member convenience. This includes basic post trip boat cleaning, engine flushing, absentee services, etc.
- Started the “Monday Paddle” in September. So far, we have accommodated over 40 members for a casual kayak outing on scheduled Monday mornings.
- Coordinated with the Coast Guard Auxiliary to schedule vessel safety checks.
- Perform inspection of marina facility regularly to attend to a wide array of maintenance upkeep to ensure that the Marina looks great every day.
- Inspection of vessels at the Marina to notify boaters of any issues with their vessel (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.
- Manages the usage hours for all boat, pwc, kayak or paddleboard owners. Those who do not meet the usage requirements outlined in our Rules and Regulations may be required to relinquish their slip.
- Mark Finger, Dockmaster, successfully completed the coursework and testing to become a USCG Master Captain.

Marina Update for 2024

- The committee re-reviewed initial plans for a floating dockmaster office. The Management Team has explored cost savings initiatives and the ARB is currently reviewing the addition of a small office near the ice machine at the Marina.
- The committee will be exploring the addition of boaters meeting and education events/seminars.

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.
