UPDATE TO COMMITTEE FOLLOWING MEETING WITH THE D.o.G.

1. Following the Committee's discussion of the matter raised by me (regarding the stated unfairness of pricing of the Corporate membership Vs Platinum membership rate), and the Director Of Golf's invitation to meet with me to clarify aspects of this matter, I met with Adam (AC) on Tuesday 11th July and I summarise that meeting below.

2. By way of background setting, I first advised AC that pretty much all our members understood fully the "power dynamic" that operated within a proprietary structure, namely that, regardless of what members might feel about any particular matter, the Management will always be able to have the final say. I posed the obvious alternatives that then presented themselves in this situation - that Management could choose to either (a) neither care nor be influenced by Member's opinions on matters of Members' interest – resulting in a very unhappy and disillusioned membership, or (b) could fully involve membership, via the Committee, on matters which Management might consider could have an effect on Members' enjoyment.

3. I explained how disappointing it was that the 2023 Membership Fee Letter sent by PC (which introduced a large fee increase for Platinum members and withdrew some tee times from the members reserved tee times) was circulated to the membership without any prior consultation with the Committee. I said I was also disappointed with the then Committee's apparent indifference to this "fait accompli" approach by Management. AC affirmed his full commitment towards fully involving the membership in such matters and clarified that, sometimes, there will inevitably be commercial imperatives that might inhibit his ability to fully reflect members' proposals.

4. I then asked whether, in relation to key aspects of the Corporate ticket, he had already fully agreed new terms with those organisations seeking a 2023 renewal of that arrangement and he confirmed that he had. I advised that, given this very matter had been raised at the February AGM and had clearly grabbed members' attention, perhaps this was a good example of where Management might have brought the Committee (or the person who raised the matter at the AGM) into such deliberations to test whether all concerns would be allayed by his new arrangements. AC agreed, but advised that there would be limitations as to what additional amendments to the deal could be proposed without jeopardising valuable revenue to the Club in the event that Corporate buyers elected to not renew.

5. AC advised he had inherited the Corporate deal situation and, at that time, the seven Corporate ticket "deals" were undocumented, set at varying amounts, and unrestricted as to who could gain benefit from them. AC explained that he has:

   (a) re-structured these deals so that the "standard" price is now €10,000 (significantly ahead of prices originally given),

   (b) has limited the use to 24 named individuals on each ticket (with a reasonable and practical facility to swap in up to 3 additional names provided an equal number of names are swapped out), and

   (c) has documented all this to avoid any confusion as to the agreed terms thereby enabling enforcements if breaches occur.

6. Undoubtedly, AC has brought such deals onto a more professional footing and has attempted to balance the commercial need for additional revenue with the need to set a

price that is not incompatible with other membership offerings. I explained that I would have liked to see a limit on the number of 4-balls that could be played within the year to ensure that the Corporate players were unable, through mass usage, to achieve a single figure cost/round. He explained that he genuinely believed that such a restriction would have been a “deal breaker” resulting in lost revenue to the Club. As the deal terms were now “fixed” I chose not to offer additional suggestions which might have offered some additional comfort to members. (*I plan to write to the 2024 Committee, when formed, to request that they involve themselves with Management in forming terms for any 2024 deal that might be contemplated*).

7. AC further advised that already three of the seven ticket holders had chosen not to renew on these new terms and that a fourth is considering its position and might well likewise choose not to renew. I believe such a reaction to the new terms can be indicative of AC’s balanced approach to a tricky problem.

8. In relation to the statement that EGC had, in 2022, achieved a sizeable surplus from their sale of 4-ball tickets to players both within and outside of their club, he believed this not to be the case. He explained that he had examined EGC’s usage throughout that period and no such sizeable surplus could have been achieved. At least one of last year’s Corporate ticket holders had lost a large proportion of their fee through low usage and have not renewed this year.

9. I advised that a member had informed me that a user of the Corporate ticket had relayed to them that the renewal price for their 2023 deal was €9,000 and I asked whether this could be the case. He assured me that it was not the case and that all renewals are at €10,000 and that person was mistaken or misadvised.

10. Prior to concluding our meeting, AC again reaffirmed his “open door” policy with regard to receiving member feedback.

Matt Wake
12th July, 2023