

LAKE LIMERICK INN COMMITTEE MINUTES

Called to Order: 6/12/2021 - 9:30am by Kyle Skinner.

Attendees: Kyle Skinner, Nancy Dudacek Milliman, Mary Berni

Staff: Roger Milliman, Josh Neely (Chef)

Guests: John Ingemi, Diana Adcock

Inn/Lounge Business:

Financial Assessment & Operational Updates – April 2020 – Josh

1. Revenue for May 2021
 - i. Inn Revenue - **+55% against May 2020**
 - ii. Lounge Revenue - **+691% against May 2020**
 - iii. Café Revenue - **+85% against May 2020**
2. Financial Assessment YTD
 - a. Tracking well against budget
 - b. World is opening up July 1st

Effectiveness of Business/Operations

Roger is planning to present to the board about loosening mask policy for employees and community members along with Washington state guidelines.

Josh noted that it's hard to keep employees staffed and hire for new employees with the strong unemployment assistance. He's concerned that he won't have staff available to cover events and has requested that we delay events.

The Inn Committee would like to commend Roger, Josh and the Inn/Lounge/Café staff for effectively navigating the constant changes of COVID-19 while complying with all state guidelines. They kept themselves and community members safe, no small feat during such tumultuous times.

New Menu Items

Josh mentioned that he's opening up the menu to two pages with the opening up of the state.

Holiday/Event Business Stuff

Mother's Day Happy Hour – Made \$1,000 (better than most Sundays) and only open for an additional hour. Didn't compete with Café Business which was a plus.

Father's Day BBQ – Buffet/A la carte hybrid

Canceling Lake Limerick Daze – Josh doesn't believe he has enough staff to handle Lake Limerick Daze. Will reinvest time & energy into End of Summer Bash.

Garage Sale – 24th of July - 9am-2pm

Putting a notice in the Journal. Communicating Facebook channels, Next Door, and updating website calendar.

Subcommittee Business

Design – Subcommittee Team

FY22 Capital Wishlist

- 1) Design sub-committee has put together capital wish list. They'll put together a priority order for review. Inn Committee will schedule an impromptu meeting to vote and approve capital wish list to submit to CAM/board by June 30th.

FY21 Budget Update – Budget fully Invested

Marketing – Subcommittee

Three publications will Drop the first week of June, with Ads for our Golf Course & Café.

1. Military, First Responders & Medical Professionals Appreciation Rates, was this past week in PROFILE Mason County, with a photo of Mark & Elen on the 8th Green.
2. The Mason County Visitors Guide drops this week, with our AD, and Article.
3. Tracing The Fjord Summer Issue also comes out this next week, with our AD and Article on Golf Lessons.
4. Journal coupon Ads will begin in June and run weekly through September, with offers that change monthly, including some with food and beverage.
5. June through September begins with our new Partnership with Shelton Mason County Chamber of Commerce and features Monday afternoon Networking Golf Socials for Chamber Members. Not exclusive to being a Chamber Member, so our own Members can join the fun on Monday afternoons. Advertising by the Chamber came out this past week with a Full-Page Article and Photo in Business Matters, page 11. This will be a 25% discount and Josh is working with the Pro Shop Staff to provide some refreshments and beverages for the Socials. Tracking will be done on the POS to see how this weekly event goes.
6. In addition we will look at an Ad in the next Business Matters thanking Chamber Members for participation on the Monday Socials.
7. Fall plans are for another issue of Tracing the Fjord, the Journal Supplement for the Forest Festival Parade, and the August 20 Chamber Golf Event at Alderbrook. **Will we have a Team Lake Limerick this year???**
8. **Photos** – Please continue to send us those pictures taken around Lake Limerick and on the Golf Course. We will be going through them all for selection on the 2022 Calendar. Any suggestions please pass those to our committee also. Thanks.

We are under budget and anticipate ending our Fiscal Year with a little extra so will do a new Sandwich Board Sign or Banner to promote the Chamber Socials, have planted some new plants at the Patio/Pro-Shop, as well as suggested contributing from our Marketing Budget 5, 8-foot wide commercial grade Umbrellas to improve shade and ambiance for socializing and utilizing the Pro-Shop Patio more to raise additional revenue through fall and summer. [Up for discussion.](#)

Thank you to all the Staff, Crew and Volunteers and Members, who make this a wonderful place to Play and Live. Hope your Memorial Day and Weekend was heartfelt and wonderful.

Inn Committee Business and General Updates

Minutes from last meeting

Motion to Approve – Mary approved & Nancy seconded

Reserve Study Update

In the board's hands

ADA Bathroom Update

Targeting January for build

Welcoming Committee

July 19th – New Community Member Get Together

Inn Committee Chair

Haven't had have a quorum to vote for chair. Need to get a vote in.

Meeting Adjourned at 12pm.

Next Meeting 7/10/21 at 9:30am – Inn's Great Hall