

New Buffalo Yacht Club

Results of 2009 Member Survey



April 2009

BACKGROUND

The NBYC Board of Directors developed a first of its kind member survey in order to solicit responses from both current and past members regarding their views on how the club is/was functioning, “census” data, and changes they would like to see implemented to improve the club. The primary purpose behind the survey was to provide the board with a “roadmap” on what the members (present and past) believe is necessary to 1) improve the operations of the club, 2) ensure continued membership and participation by members, 3) attract new members, and 4) encourage more frequent attendance. The board’s goal in implementing this survey initiative is to make changes necessary to improve the club’s attendance and, therefore, its financial position.

Surveys were sent to 285 current members and 202 past members. 100 surveys (35%) were returned by current members and 36 surveys (17%) were returned by past members. Considering the comprehensive nature of the survey and the effort required by respondents to complete the survey, the percent of responses is very significant and, therefore, can reliably be utilized by the board as an accurate view of the membership in total.

The results of the survey are reported on the following pages. Results are shown as percentages of the responses to each question. In some instances a “Comment” is provided following the compilation of responses that represents the “trend line” of the responses and/or the evident outcome/issue that needs to be addressed by the board.

The survey and this report were compiled by Ray Bock, past Commodore of the NBYC, and the board wishes to express their appreciation for his efforts.

CENSUS INFORMATION

1. "My principal residence is in:"

Current Members: 46% - Illinois
24% - New Buffalo
19% - Indiana
7% - Elsewhere in Michigan
4% - Other

Past Members: 53% - Illinois
25% - New Buffalo
16% - Indiana
3% - Elsewhere in Michigan
3% - Other

Comment: The vast majority of members that responded are not from the immediate New Buffalo area and, therefore, the majority of our "clients" are not proximate to the club and its services.

2. "I live within:"

Current Members: 52% - Over 50 miles from the club
24% - 0-5 miles from the club
15% - 6-20 miles from the club
9% - 21-50 miles from the club

Past Members: 58% - Over 50 miles from the club
27% - 0-5 miles from the club
9% - 6-20 miles from the club
5% - 21-50 miles from the club

Comment: The vast majority of members are relatively far from the club which would likely rule out "casual" attendance except during the season when those members are "in town".

3. "My membership is:"

Current Members: 76% - For me and my family
24% - For me as an individual

Past Members: 80% - For me and my family
20% - For me as an individual

4. "Included in My Family Membership (those that use the club) is:

Current Members: 68% - 2 people
12% - 3 people
10% - 4 people
10% - 5 or more people

Past Members: 72% - 2 people
17% - 3 people
11% - 5 or more people
0% - 4 people

5. "My Family includes (check all that apply):"

Current Members: 72% - Spouse
15% - Children below 21
13% - Children above 21

Past Members: 83% - Spouse
14% - Children below 21
3% - Children above 21

6. "I do or do not own a boat."

Current Members: 61% - Own a boat
39% - Do not own a boat

Past members: 56% - Own a boat
44% - Do not own a boat

Comment: It is evident that the high percentage of respondents own a boat which is an indicator that their interests are likely boating/yacht club oriented and that their interests are seasonal (boating season).

7. "The type of boat I own is a:"

Current Members: 89% - Power boat
11% - Sail boat

Past Members: 90% - Power boat
10% - Sail boat

MEMBERSHIP & ATTENDANCE

1. "I joined the club because:"

NOTE: In order to properly understand the responses, it needs to be understood that the respondents were asked to prioritize their answers and only respond to the reasons that were important to them (in other words, not all reasons were listed by the respondents). Therefore, the following illustrates both the a listing of the responses that were listed as the number one reason and also a listing and ranking of the number of times a particular reason was listed.

Current Members (their #1 reason):	32% - I am a boater and want to belong to a yacht club
	28% - I want to have a convenient place to stop in for a drink or food
	11% - I want to have a place to socialize with friends
	11% - I want to belong to a private club
	8% - I want to have a place where I can have a good, sit-down dinner
	5% - I want to have a place where I can bring family and children
	3% - I want to have a place that offers scheduled entertainment and events
	1% - I want to have a place to meet new people
	1% - I want to have a place where I can bring business associates
Past Members (their #1 reason):	29% - I am a boater and I want to belong to a yacht club
	29% - I want to have a convenient place to stop for a drink or food
	14% - I want to have a place where I can have a good, sit-down dinner
	8% - I want to have a place to socialize with friends
	7% - I want to have a place where I can bring family and children
	7% - I want to have a place that offers scheduled entertainment and events
	3% - I want to have a place to meet new people
	3% - I want to belong to a private club

Comment: It is clear that the respondents are members because they want to belong to a yacht club as their #1 reason and renewed emphasis on that needs to be considered.

As noted previously, the respondents were asked to respond to and prioritize the reasons they joined the club. Therefore, they listed several (or a few) of the reasons beyond their #1 reason. The following is a rank order of the reasons based upon the total number of times each reason was listed by the respondents.

Current Members:

- #1 most listed reason = I want to have a convenient place to stop in for a drink or food
- #2 most listed reason = I want to have a place to socialize with friends
- #3 most listed reason = I want to have a place where I can have a good, sit-down dinner
- #4 most listed reason = I want to have a place where I can bring family and children
- #5 most listed reason = I want to have a place that offers scheduled entertainment and events
- #6 most listed reason = I want to have a place to meet new people
- #7 most listed reason = I want to belong to a private club
- #8 most listed reason = I want to have a place where I can bring business associates
- #9 most listed reason = I am a boater and I want to belong to a yacht club

Past Members:

- #1 most listed reason = I want to have a convenient place to stop in for a drink or food
- #2 most listed reason = I am a boater and I want to belong to a yacht club
- #3 most listed reason = I want to have a place where I can have a good, sit-down dinner
- #4 most listed reason = I want to have a place where I can bring family and children
- #5 most listed reason = I want to have a place to socialize with friends
- #6 most listed reason = I want to have a place that offers scheduled entertainment and events
- #7 most listed reason = I want to have a place to meet new people
- #8 most listed reason = I want to have a place where I can bring business associates
- #9 most listed reason = I want to belong to a private club

Comment: Utilizing the previous results, the board should establish its priorities based upon the top 3, 4, or 5 reasons provided in both categories (#1 reason they are members and the most frequently listed reasons) and establish a formal plan for enhancing and/or improving its operations that respond to those reasons.

2. "I normally attend the club:"

Current Members: 58% - Only on weekends
42% - Both during the week and on weekends
0% - Only during the week

Past Members: 64% - Only on weekends
36% - Both during the week and on weekends
0% - Only during the week

Comment: Based upon the results and, when combined with the results from the following question as well, it is apparent that a majority of the members consider the club a "weekend venue" and not one respondent indicated that they attend only during the week.

2A. "I normally attend the club:"

Current Members: 56% - Year around
44% - Only during the "season" (April thru September)

Past Members: 70% - Year around
30% - Only during the "season" (April thru September)

Comment: While the vast majority of members attend year around, when that data is coupled with the prior question's responses, the board should evaluate whether the club days of operation should be addressed, both year around and during the "season".

3. "I come into the club:"

Current Members: 26% - Twice per month
19% - Twice per week
15% - Once per week
14% - Three times per month
11% - Once per month
8% - Rarely
7% - Three times per week

Past Members: 32% - Three times per month
20% - Twice per month
18% - Twice per week
12% - Rarely
9% - Once per week
6% - Once per month
3% - Three times per week

Comment: Utilizing the above data for Current Members ONLY, a "typical" member attends the club 4.2 times per month. If the board's actions can result in the "typical" member attending the club one more time per month, it could increase the club's revenues by as much as 20-25%.

CLUB SERVICES

1. "The food menu at the club is:"

Current Members: 61% - Bar menu is just fine
39% - Bar menu is too limited

79% - Dinner menu is just fine
21% - Dinner menu is too limited

Past Members: 75% - Bar menu is just fine
25% - Bar menu is too limited

61% - Dinner menu is just fine
39% - Dinner menu is too limited

Comment: It is apparent that the vast majority of members believe the food at the club is fine. However, the responses to the following question should be considered in order to entice members to dine more frequently.

2. "If you marked "too limited", how would you like to see the menu change (please mark all that apply):"

NOTE: Because not all respondents responded to this question, putting percentages next to the response is not a valuable tool. Therefore, the responses are listed based upon the frequency (total number) of the responses for each category.

- Current Members:
- Most frequently requested change = I would like to see more "specialty" dishes i.e. lobster, pizza, etc. on the **dinner** menu.
 - 2nd most frequently requested change = I would like to see more children's portions on the **dinner** menu.
 - 3rd most frequently requested change = I would like to see more pasta dishes on the **dinner** menu.
 - 4th most frequently requested change = I would like to see more fish dishes on the **dinner** menu.
 - 5th most frequently requested change = I would like to see more chicken dishes on the **dinner** menu.
 - 6th most frequently requested change = I would like to see more children's dishes on the **dinner** menu.
 - 7th most frequently requested change = I would like to see more meat dishes on the **dinner** menu.
 - 8th most frequently requested change = I would like to see more children's portions on the **bar** menu.
 - 9th most frequently requested change = I would like to see more "specialty" dishes i.e. lobster, pizza, etc. on the **bar** menu.
 - 10th most frequently requested change = I would like to see more meat dishes on the **bar** menu.
 - 11th most frequently requested change = I would like to see more fish dishes on the **bar** menu.
 - 12th most frequently requested change = I would like to see more chicken dishes on the **bar** menu.
 - 13th most frequently requested change = I would like to see more pasta dishes on the **bar** menu.
 - Least frequently requested change = I would like to see more children's dishes on the **bar** menu.

- Past Members:**
- Most frequently requested change = I would like to see more children's dishes on the **dinner** menu.**
 - 2nd most frequently requested change = I would like to see more "specialty" dishes i.e. lobster, pizza, etc. on the **dinner** menu.**
 - 3rd most frequently requested change = I would like to see more children's portions on the **dinner** menu.**
 - 4th most frequently requested change = I would like to see more chicken dishes on the **dinner** menu.**
 - 5th most frequently requested change = I would like to see more meat dishes on the **dinner** menu.**
 - 6th most frequently requested change = I would like to see more children's dishes on the **bar** menu.**
 - 7th most frequently requested change = I would like to see more pasta dishes on the **dinner** menu.**
 - 8th most frequently requested change – I would like to see more fish dishes on the **dinner** menu.**
 - 9th most frequently requested change = I would like to see more "specialty" dishes i.e. lobster, pizza, etc. on the **bar** menu.**
 - 10th most frequently requested change = I would like to see more meat dishes on the **bar** menu.**
 - 11th most frequently requested change = I would like to see more children's portions on the **bar** menu.**
 - 12th most frequently requested change = I would like to see more chicken dishes on the **bar** menu.**
 - 13th most frequently requested change = I would like to see more fish dishes on the **bar** menu.**
 - Least frequently requested change = I would like to see more pasta dishes on the **bar** menu.**

Comment: It is clear by the responses that the most frequently requested changes are to the dinner menu. One interesting set of data, however, is that the Past Members listed "children's issues" as two of their top three requested changes which may be an issue in their decision not to rejoin.

2. cont'd "I would like to see buffets at the club:"

NOTE: Only 44% of the Current Members and 50% of the Past Members indicated a choice to this question. However, the following are their responses:

Current Members: 43% - Once per month
21% - Twice per month
20% - Every weekend
16% - Never

Past Members: 56% - Once per month
22% - Every weekend
17% - Twice per month
5% - Never

Comment: A large percentage of members responding thought a buffet is a good concept and the majority felt that once per month was the most appropriate frequency..

2. cont'd "If the above changes were made, I would dine at the club:"

Current Members: 69% - About the same
30% - More frequently
1% - Much more frequently

Past members: 57% - More frequently
35% - About the same
8% - Much more frequently

Comment: Clearly, if some changes are made, it will increase attendance. A more interesting set of data is that Past Members would attend much more frequently if changes are made which could be a reason behind their non-renewal.

2. cont'd "I currently dine at the club:"

Current Members: 52% - Once per week
34% - Rarely
13% - Twice per week
1% - Three or more times per week

Past Members: 61% - Rarely
35% - Once per week
4% - Twice per week
0% - Three or more times per week

Comment: A disturbing statistic is that 34% of Current Members dine rarely at the club which must be a target for board actions. The 61% of the Past Members that indicate that they rarely dine at the club should be treated as an anomaly because their response was probably a reflection of their current membership status.

3. "The food prices at the club are:"

Current Members: 81% - About right
11% - Too low
8% - Too high

Past Members: 97% - About right
3% - Too high
0% - Too low

Comment: It is clear that our food prices are acceptable to our members, both past and present and food pricing is not an issue concerning membership. The board's objective, therefore, is how to entice more attendance based upon our food service and the recommended changes in question 2.

3. cont'd "What do you feel is an appropriate price range for both bar menu items and dinner menu items for full service, quality meals:"

Current Members (bar menu): 62% - \$6-\$7 per entrée
26% - \$8-\$9 per entrée
12% - \$4-\$5 per entree

Past Members (bar menu) : 54% - \$6-\$7 per entree
25% - \$4-\$5 per entree
21% - \$8-\$9 per entrée

Comment: The weighted average price based upon the data would be \$6.68 per entrée for bar menu items.

Current Members (dinner menu): 37% - \$16-\$20 per entrée
34% - \$13-\$15 per entree

16% - \$10-\$12 per entree
13% - \$21-\$25 per entree
3% - \$7-\$9 per entree
0% - Over \$25 per entree

Past Members (dinner menu): 41% - \$16-\$20 per entree
30% - \$10-\$12 per entrée
15% - \$13-\$15 per entrée
12% - \$21-\$25 per entrée
3% - \$7-\$9 per entrée
0% - Over \$25 per entrée

Comment : The weighted average price based upon the data would be \$15.92 per entrée for dinner menu items.

4. “The variety and quality of liquors, wines and beers served at the bar is:”

Current Members: 81% - About right
19% - Too limited

Past Members: 82% - About right
18% - Too limited

5. “If you marked “too limited” how would you like to see us improve our bar service in terms of beverages provided:”

Current and Past Members combined: 75% - Requested a larger selection of wines
22% - Requested a larger selection of beers with more imports
3% - Requested a larger selection of premium liquors

5. cont’d “If the above changes were made to our bar service, I would come to the club:”

Current Members: 80% - About the same
17% - More frequently
3% - Much more frequently

Past Members: 70% - About the same
25% - More frequently
5% - Much more frequently

5. cont'd "I currently come to the bar at the club:"

Current Members: 44% - Rarely
28% - Once per week
23% - Twice per week
5% - Three or more times per week

Past Members: 64% - Rarely
32% - Once per week
4% - Twice per week
0% - Three or more times per week

Comment: It is apparent by the percentages that attend rarely or once per week that the bar is not the main "draw" of the club.

6. "The service provided by the staff at the club is:"

Current Members: 56% - Very good
35% - Good
6% - Adequate
3% - Needs improvement

Past Members: 35% - Good
27% - Adequate
24% - Very good
14% - Needs improvement

Comment: The data clearly suggest that our staff provides services at a level that is very acceptable to our Members.

CLUB ENTERTAINMENT AND ATMOSPHERE

1. "Is entertainment at the club an important benefit that makes you schedule to attend?"

Current Members: 37% - No
35% - On occasion
28% - Yes

Past Members: 40% - No
33% - On occasion
23% - Yes

Comment: This was one of the more surprising outcomes of the survey. Approximately 40% of both the current and past members indicated that entertainment was not an important benefit. However, almost 60% said it was a benefit that made them want to attend.

2. “How frequently should entertainment be scheduled during the season (April thru September):”

Current Members: 42% - Twice per month
26% - It doesn't make a difference to me
18% - Every weekend
14% - Only on holiday weekends and special events

Past Members: 37% - It doesn't make a difference to me
27% - Only on holiday weekends and special events
26% - Every weekend
10% - Twice per month

3. “What is your preference in entertainment (check all that apply):”

NOTE: Since the directions instructed the respondents to “check all that apply”, applying percentages is not a valid method to portray the results. Instead, the following is a rank order listing of the collective responses.

Current Members: Most listed preference = Easy listening
2nd most listed preference = Rock 'n Roll
3rd most listed preference = Jazz
4th most listed preference = Country and Western
Least listed preference = Disc Jockey

Past Members: Most listed preference = Easy Listening
2nd most listed preference = Rock 'n Roll
3rd most listed preference = Jazz
4th most listed preference = Country and Western
Least listed preference = Disc Jockey

3. cont'd "If you checked "Easy Listening", would you like to have that style of Entertainment playing during dinner?"

Current Members: 68% - Yes
32% - No

Past Members: 60% - Yes
40% - No

4. "Do you think the club should have a reasonable dress code during the day in addition to the club's current dress code?"

Current Members: 71% - No
29% - Yes

Past Members: 69% - No
31% - Yes

Comment: Those that said yes and provided comments had very consistent comments. They primarily included: no swimming suits, no gym shorts, no tank tops on men, and no "work" jeans. Some of these may already be covered in the club's current dress code and that was another comment....."what is the club's dress code".

5. "Do you think the club should have a reasonable dress code during the evening in addition to the club's current dress code?"

Current Members: 66% - No
34% - Yes

Past Members: 58% - No
42% - Yes

Comment: The comments from those that said "Yes" to a dress code mirrored those regarding a day time dress code with one exception that was mentioned frequently. That exception was that men should wear collared shirts during the evening

6. “With regard to smoking in the club, please check the one that matches your opinion the closest:”

Current Members: 39% - Smoking should not be allowed in the club any time
27% - Smoking should be allowed any time but only in designated areas
26% - Smoking should not be allowed during dinner time (6:00 p.m. thru 9:00 p.m.) and, at other times, only in designated areas
5% - Smoking should be allowed any time and anywhere in the club
3% - Smoking should not be allowed during dinner hours and, at other times, anywhere in the club

Past Members: 60% - Smoking should not be allowed in the club anytime
16% - Smoking should not be allowed during dinner time (6:00 p.m. thru 9:00 p.m.) and, at other times, only in designated areas
12% - Smoking should be allowed anytime but only in designated areas
7% - Smoking should not be allowed during dinner hours and, at other times, anywhere in the club
5% - Smoking should be allowed anytime and anywhere in the club

Comment: It is clear that the data indicates a desire to eliminate or curtail smoking in the club. Many of those that wanted to stop smoking altogether also wrote in comments one, from a Past Member, said “I quit the club because of the smoking and I know of five other past members that did the same”. Whether or not that story is true, there is a clear bias against smoking that may be hurting the club’s attendance and membership. When coupled with the responses to question 8 in this section, the need to address smoking is a paramount issue for the board.

7. “If smoking continues in the club, the following should apply:”

Current Members: 59% - Cigarettes only
40% - Both cigarettes and cigars
1% - Cigars only

Past Members: 53% - Both cigarettes and cigars
47% - Cigarettes only
0% - Cigars only

8. "if there was a full or partial smoking ban put into place in the club I would definitely:"

Current Members: 50% - Not change my attendance
39% - Attend more frequently
11% - Attend less frequently

Past Members: 62% - Attend more frequently
33% - Not change my attendance
5% - Attend less frequently

Comment: It is clear from the data and the responses to question 6 above, that a smoking ban should be strongly considered by the board. On a combined basis, over 90% of the members would either attend more frequently or not change their attendance if a smoking ban was implemented.

EVENTS AND ACTIVITIES

1. "Do you think the club should have more or less scheduled activities such as the Corn & Sausage Roast:"

Current Members: 55% - It would not matter to me
40% - More
5% - Less

Past Members: 65% - It would not matter to me
29% - More
6% - Less

2. "Should these events be open to the public:"

Current Members: 57% - Yes
38% - Only "major" events like the Corn & Sausage Roast
5% - No

Past Members: 55% - Yes
42% - Only "major" events like the Corn & Sausage Roast
3% - No

3. "Should the club schedule more "theme" parties such as a 70's party where everyone would dress in period clothing or game shows where the audience would participate:"

Current Members: 65% - It would not matter to me
22% - Yes
13% - No

Past members: 71% - It would not matter to me
20% - Yes
9% - No

4. "For special events and parties, how frequently should the club schedule such events during the season (April thru September):"

Current Members: 49% - Once per month
30% - It would not matter to me
20% - Twice per month
1% - Every weekend

Past Members: 58% - It would not matter to me
42% - Once per month
0% - Twice per month
0% - Every weekend

5. "Should the club schedule "family events" where all members of the family (including children) could participate in activities:"

Current Members: 65% - It would not matter to me
22% - Yes
13% - No

Past Members: 63% - It would not matter to me
33% - Yes
4% - No

6. "If more events were scheduled at the club I would attend:"

Current Members: 53% - No change
38% - More frequently
5% - Much more frequently
4% - Less frequently

Past Members: 54% - No change
46% - More frequently
0% - Much more frequently
0% - Less frequently

Comments: While the majority says more events would not change their attendance, 38% and 46% respectively say they would attend more frequently. The board needs to balance the cost of the event against the potential for increased attendance.

7. "If events were scheduled once per month during the off season (October thru March), other than Christmas and New Years parties, would you schedule to attend?"

Current Members: 43% - Probably not
41% - Yes, depending upon the theme of the event
16% - Yes

Past Members: 59% - Yes, depending upon the theme of the event
37% - Probably not
4% - Yes

Comment: Theme parties have the potential to increase attendance during the off season provided they are well advertised which has been lacking.

8. "Since we are a yacht club, should we have more boating events scheduled during the season (April thru September):"

Current Members: 57% - It does not make a difference to me
40% - Yes
3% - No

Past Members: 55% - It does not make a difference to me
45% - Yes
0% - No

Comment: Those that expressed a preference for boating activities are a significant percentage and the board should consider implementing a stronger effort in that regard to improve attendance.

8. cont'd "If you answered "Yes", how frequently should we schedule an event:"

Current Members: 71% - Once per month
18% - Twice per month
11% - Every weekend

Past Members: 85% - Once per month
15% - Twice per month
0% - Every weekend

MISCELLANEOUS

1. "Do you read the printed club newsletter when you receive it:"

Current Members: 81% - Yes, in detail
17% - Yes, but I only scan it
1% - Not always
1% - No

Past Members: 59% - Yes, in detail
31% - Yes, but I only scan it
6% - No
4% - Not always

2. "The newsletter is:"

Current Members: 89% - Very helpful and informative
7% - Other
4% - Not very helpful

Past Members: 70% - Very helpful and informative
19% - Not very helpful
11% - Other

3. "The information provided in the newsletter is:"

Current Members: 81% - About right
19% - Not enough

Past Members: 96% - About right
4% - Not enough

4. “Do you use the information in the newsletter to help schedule your own club activities and attendance:”

Current Members: 52% - Yes
37% - Sometimes
11% - No

Past Members: 47% - Yes
32% - No
21% - Sometimes

5. “Have you been to the club website:”

Current Members: 51% - Yes
49% - No

Past Members: 77% - No
23% - Yes

5. cont’d “If you answered “Yes” what do you think of the site:”

Current Members: 63% - Adequate
31% - Very useful
6% - Not very useful

Past Members: 57% - Adequate
29% - Very useful
14% - Not very useful

5. cont’d “If you have been on the club website, have you read the newsletter that we are now posting on the site:”

Current Members: 85% - Yes
15% - No

Past Members: 72% - Yes
18% - No

5. cont'd "If you answered "Yes", would you prefer to get the newsletter in this fashion as opposed to by mail:"

Current Members: 56% - I would like it both ways
30% - No
14% - Yes

Past Members: 80% - I would like it both ways
20% - No
0% - Yes

6. "If you had a "wish" list, what changes would you like to see at the club from the following list (mark all that apply):"

NOTE: Because the instructions were to mark all changes, it is not meaningful to show percentages because multiple changes could be marked by the same respondent. Therefore, the following is a rank order listing based upon the number of times a change was marked.

Current Members: Most listed requested change = Outdoor dining
2nd most requested change = Larger (improved) bathrooms
3rd most requested change = More parking
4th most requested change = Larger bar area
5th most requested change = Larger dining area
Least requested change = Larger dance floor

Past Members: Most listed requested change = Outdoor dining
2nd most requested change = Larger (improved) bathrooms
3rd most requested change = More parking
4th most requested change = Larger dining area
5th most requested change = Larger bar area
Least requested change = Larger dance floor

Comment: While percentages can't be used throughout this evaluation, 59 Current Members (59%) and 21 Past Members (58%) indicated that outside dining was their most requested change and 48 Current Members (48%) and 12 Past Members (33%) indicated that larger (improved) bathrooms was their 2nd most requested change. All other requested changes were well below those numbers indicating that those two issues are the most critical which is evident in the response to the final question of this survey.

6. cont'd "If any or all of the changes were made at the club, you would attend:"

Current Members: 47% - More frequently
40% - No change
13% - Much more frequently

Past Members: 42% - More frequently
37% - Much more frequently
21% - No change

Comment: Requested changes at the club are clearly a cost issue, however, it is clear from the data that certain changes, particularly outside dining, would increase attendance. In fact, many written comments indicated that outside dining would increase attendance considerably.

"The ONE change from the "wish" list that would make me attend the club more frequently is:"

Current Members: 45% - Outdoor dining
23% - Smoking ban
17% - Isolate bar from dining area
15% - Larger (improved) bathrooms
2% - Larger bar area

Past Members: 55% - Outdoor dining
36% - Smoking ban
9% - More parking

Comment: In addition to outdoor dining, what is most telling from the data is that two of the categories were written into the members' response to this question that were not on the "wish" list. Those responses were "Smoking ban" and "Isolate bar from dining area". It is clear that a smoking ban is a significant issue and one which, by the comments and level of response throughout the survey, must be addressed quickly by the board.

YOUR TURN

This part of the survey was to provide a section for the members to write in their comments that were not otherwise addressed by the survey. Less than 20% of all respondents wrote in any comments and the comments that were written were "single issue" complaints, usually about a single incident or person, and, therefore, are not meaningful to the broad issue of the functioning of the club. However, a common theme from many of the comments were complimentary to the club and appreciative for initiating this survey and soliciting input directly from members.