

**VRPS NORTHERN SERVICE AREA**  
**November 28, 2018- 10:00am-12:00pm**  
**Pinecrest Golf Course**  
**6600 Little River Turnpike, Alexandria, VA, 22312**  
**AGENDA**

**I. Call to Order – by Sarah Oberther at 10:12 a.m.**

**II. Introductions**

**III. Review & Approval of Agenda – Motion to approve by Kaveh, second by Sheri. Agenda unanimously approved.**

**IV. Review and Approval of Minutes – Motion to approve by Kaveh, second by Julie. Minutes unanimously approved.**

- Wednesday, September 19, 2018 - The River View Event Center

**V. Review & Treasurer's Report: (Sheri Conrad) – Net income for the year is \$1,886. Monies will be allocated for scholarships.**

**VI. Board Liaison Report: (Mike Morris) – Not in attendance.**

**VII. Chairman's Report:**

- Conference NSA Social, 11/05/2018, 49 people – **Shout out to Emilie! Great turnout with great food, company, and atmosphere!**
- Work Plan Updates – **2018 Work Plan is 100% complete.**
- Survey-Annual survey results discussion – **Lots of great feedback that will be considered when making 2019 Work Plan.**

**VIII. Old Business:**

- Upcoming Trainings & Conference:
    - 2019 VRPS Management Conference – **½ scholarship available. Be sure to apply!**
- February 23-26, 2019 Hilton Garden Inn, Suffolk, Virginia

**IX. New Business:**

- Winter Social January 11, 2019, at Meadowlark Gardens – **Working on details.**
  - \$15 per person for food, games, and fun!

**Subcommittees:**

- Communications & Social Committee Update – **Let us know if you're interested in contributing in 2019.**
- Awards and Citations

- Aquatics Updates (Melissa Nester) – **Not in attendance.**
- 2019 Conference Updates- (Kaveh Tajalli) – **Those who attended the 2018 conference are critiquing what they liked and what they did not like so we have a better idea of what to do or what not to do for the 2019 conference. The commercial that Todd Brown and his group created is available via the VRPS website (must watch). We are still looking for more participants to contribute to the 2019 conference. Contact Kaveh if you are interested. We are also still looking for more speakers for the conference.**

#### **X. Next Meeting-**

- Winter Social January 11, 2019, 12:00 pm – 2:00 PM  
Meadowlark Gardens  
9750 Meadowlark Gardens Court,  
Vienna, VA 22182

#### **XI. Discussion and Roundtable**

- Alternative revenue discussion – **Sarah described how her golf course would get slow during bad/cold weather. Additionally, being located in a low income area, not as many community members were interested in golf. However, many people in the area love soccer. Thus, they decided to offer foot golf which has provide a tremendous revenue stream which allowed for more programming. They also offer other creative programs like brunch with Santa, Sip n' Swing, 9 and wine, as well as a 5k race. All provided alternative revenue options.**

**Other great ideas for alternative revenue are sponsorships, legacy programs and naming rights.**

#### **XII. Adjourn – 11:55 a.m.**