



# High Meadows "Hummer"

Roaring Gap, NC

February 2020

## A Word From The President

Dear High Meadows Members;

This is the year that, together, we work to market our Club. A few highlights from our marketing program as presented to the Board by our General Manager;

- ✧ A High Meadows story to separate ourselves from competition. Expand awareness, value proposition and uniqueness of High Meadows both inside and outside community.
- ✧ Develop improved brand awareness and value proposition, sell the experience of High Meadows, additional ad campaigns, expand market reach and build relationships with realtors.
- ✧ Create a more consistent and informative informational presentation in printed format material.
- ✧ Develop Information packet for realtors to present to buyers.
- ✧ Realtor Programming Goal: Expand awareness both inside and outside High Meadows. Constant communication with realtors and relationship building both inside and outside of community.
- ✧ Research costs for 30 second ads on Golf Channel (PGA Tour package) and establish budget, costs typically run \$25-50.
- ✧ Website Incorporate branding, uniqueness and value proposition into website content.
- ✧ Update Banquet Event Guide, incidentally, we had a very successful wedding event last month. We will be

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## General Managers Message

Hard to believe we are already one month into 2020. As I look back to last year, there have been many successful accomplishments and projects around the Club. We renovated all of our bunkers and tees, a new deck around the clubhouse with awning, fire pit and tables & chairs, new fence around the swimming pool, and keg beer on tap, upgrades to clubhouse HVAC systems. Work began on our tennis court surface renovation with the addition of pickle ball courts, will be completed this coming spring.

I am very excited about our plans for 2020 and the upcoming season here at High Meadows. We have already replaced the floor in the dishwashing area of the kitchen and bought two new sofas for in front of the fireplace. Other upcoming projects include a rug to go with new sofas, replacement of ten golf carts in our fleet, improved course amenities and replacement of aged fuel tanks for maintenance areas. We have some wonderful events planned for the upcoming season for both golf and social calendars. The 2020 social events calendar began with the Chili Cook-off on Sunday, January 26<sup>th</sup>. I am working closely with our Social Committee planning more non-golf related social events for this year. Please stay tuned for more details.

This year, my primary focus will be on our marketing endeavors and attracting new members for High Meadows. We have recently been working with Global Golf Advisors on new initiatives and improvements to our marketing strategies. The primary goal is to expand the Club's awareness, our value proposition and benefits of being a member. Our initial focus will be to develop a branding theme telling the High Meadows story, who we are as a club and differentiate ourselves from other clubs. The branding and narrative theme will be incorporated consistently throughout all of our marketing campaigns, collateral, print and social media platforms. Our marketing plan includes a number of new and strategic initiatives. I will be working closely to build relationships with local realtors, providing club information packets, meetings, with realtor follow-up to inform new home buyers the benefits of membership. We will be making a concerted effort on our social media outlets, most specifically Facebook and Twitter, including more frequent and interesting postings of events at the Club. We will continue updating information on our website, while promoting our website

(See *GM Message* Continued on page 2)

*In Memory*

Mary Evelyn Fox

## *MGA News*

We hope your new year is off to a good start and your MGA officers are looking forward to having a great 2020 season. Your MGA staff this year is as follows:

- ◆ President- Gary Dean
- ◆ Vice President - Clarence Haile
- ◆ Secretary - Vernon Mountcastle
- ◆ Treasurer- Allen Williams

Please contact any of us with ideas, complaints, etc. regarding the MGA or any of our sponsored events. Additionally, we would like to encourage all male members of HMCC to join the MGA and participate in our sponsored events. Annual dues are \$40 and are used to cover the costs of snacks and beverages in the men's locker room for MGA members and their guests, food and beverages several times a year after select Saturday Points Chases, and any \$500 payouts for holes in one in our events. The club will handle the annual billing of dues so please indicate your wish to be an MGA member and other questions related to dues to Donna.

The 2020 HMCC calendar will be out soon but here is a list of MGA sponsored events and dates for this year.

- ◆ May 15 - 17 MGA Kick Off
- ◆ June 4 Men's Guest Day
- ◆ July 2 Men's Guest Day
- ◆ July 24 Men's Stag Day
- ◆ September 3 Men's Guest Day
- ◆ October 10 MGA Kick In
- ◆ Every Saturday from May 23 thru October 10 Points Chase

**Note: The Points Chase will not be held when it conflicts with other scheduled events such as the Member-Guest.**

Unfortunately, the weather has not been good enough any Saturday thus far to have a Co-ed Points Chase but maybe we will be able to get a few in before our peak season begins in May.

We will update the calendar monthly as necessary via the Hummer. We look forward to a successful Men's Golf Association season in 2020. Your continued support of the MGA sponsored events (and HMCC) is very much appreciated.

Regards.

Gary, Clarence, Vernon and Allen

## *President* (Continued from page 1)

aggressively pursuing outside events to increase revenue.

✂ Thursday, May 14th will host event for High Meadows residents who are non-members to welcome them which will perhaps result in new participation.

These are just a sampling of plans set in place. Each project has been assigned to members of the BOD and staff. In addition to marketing we are currently reviewing all membership categories, policies, etc., Nathan has installed steps on #8 and the tee box on #18, in addition he and his crew are working on a number of "winter projects".

Your Board and staff can't succeed without your help, let's all support your Club.

*Here I go again*, spread the word, bring your off mountain friends to the Club, help us sell High Meadows!

Regards,

Rich Kaplan

President

**FOR THE GOOD OF THE CLUB!**

## *GM Message* (Continued from page 1)

search optimization and utilization. Website updates will include additional blogs, photos, drone flyover video with views of the recent course renovations and all club facilities. The plan entails print publications, as featured in a recently published article in the winter edition of Carolinas Golf Association magazine, upcoming information in the Triad and Triangle golf publications, and local Chamber magazines. We will continue to utilize Golf Life Navigators, an on-line site dedicated to linking prospective members to the type of club, lifestyle and amenities they desire. We have several events planned for entertaining guests and prospective members. A social event is scheduled on May 14th for High Meadows residents who are not members, Couples Member/Guest in June and Men's Stag Day in July. We will be hosting the NC Golf Panel here in July and two Carolinas Golf Association one day events, the ladies in May and men in September. I also will be visiting other clubs, specifically in the Charlotte, Triad and Triangle markets, meeting with their General Managers and club members to talk about High Meadows and the wonderful opportunities we have. I will also be pursuing additional outside event opportunities such as business meetings and luncheons, holiday parties, and weddings.

Let's make 2020 the best year ever at High Meadows!

See you around the Club!

Mike West, General Manager

## Chili Cook-off Winner!

Congratulations to Sue Talley, winner of the Golden Ladle award for the best chili!



If you were not able to attend our 4<sup>th</sup> Annual Chili Cook-off on January 26<sup>th</sup> then you missed out on a great event with FUN people and awesome chili! There was a total of 38 members who came out to judge the nine pots of chili prepared by some of High Meadows top cooks!

Hope you are able to make arrangements to be here next year!

### Welcome New Members

Brent & Phyllis Hill - Social Members  
Raleigh, NC & 70 Ridge Road

Tom & Mary Herlocker - Social Members  
Greensboro, NC & 1248 Ridge Road

## Wine Society

Join our exclusive club now to begin enjoying the benefits of being a “**Wine Society**” member. This is a great way to try new wines as well as having the option to purchase them at exclusive special pricing.

### PLEASE CALL THE OFFICE TO SIGN-UP.

- \* Annual cost - \$100 per membership (Billed annually on your May statement)
- \* Purchase market wine at 10% above cost.
- \* 15% Discount on all wine dinner checks.
- \* 10% Discount on all in-house bottles of wine in the dining room.
- \* Special exclusive wine-themed events throughout the year.
- \* \$10 Corkage fee for Wine Society members, \$15 for non-Wine Society members.



## Driveway Snow Removal

As we enter into the winter season and visions of snowflakes falling from the sky enter our minds, we wanted to share with you our recommendations on who to call to assist you with your driveway & sidewalk snow removal needs!



**Kenneth Miles - 336-200-1377**  
**Johnny Simons - 336-657-1052**



## Stay Safe!

### Out & About - Local Happenings

#### ALLEGHANY COUNTY

**Music Lessons for Adults: Alleghany JAM House** - (Beginners & Intermediate) Beginning Feb 3 for Fiddle & Banjo and Feb 6 for Guitar. Contact Alleghany JAM at: [www.alleghanyjam.com](http://www.alleghanyjam.com)

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**Lunch with the Author - “Child of the Forest” by Jack Grossman** - Saturday May 16, 2020 at 2:30. Free and open to the public at Alleghany County Library.

## February 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14 Valentine Day Dinner 	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## March 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8 	9	10	11	12	13	14 St. Patrick's Day Menu 
15	16	17 	18	19	20	21 March Madness Party 
22	23	24	25	26	27	28 Board Meeting 3:00
29	30	31				

### Coming Events

#### April 2020

Apr 12.....Easter Sunday Buffet

#### May 2020

May 2.....Kentucky Derby Party

May 7.....Trivia Night

### F & B Hours of Operation - January

#### Dining Hours

Wed - Sat.....6:00 - 9:00

#### Grille Hours

Closed