



MVCC 2018 Member Survey

June 11 Results (122 responses)

Findings Report

Document Summary

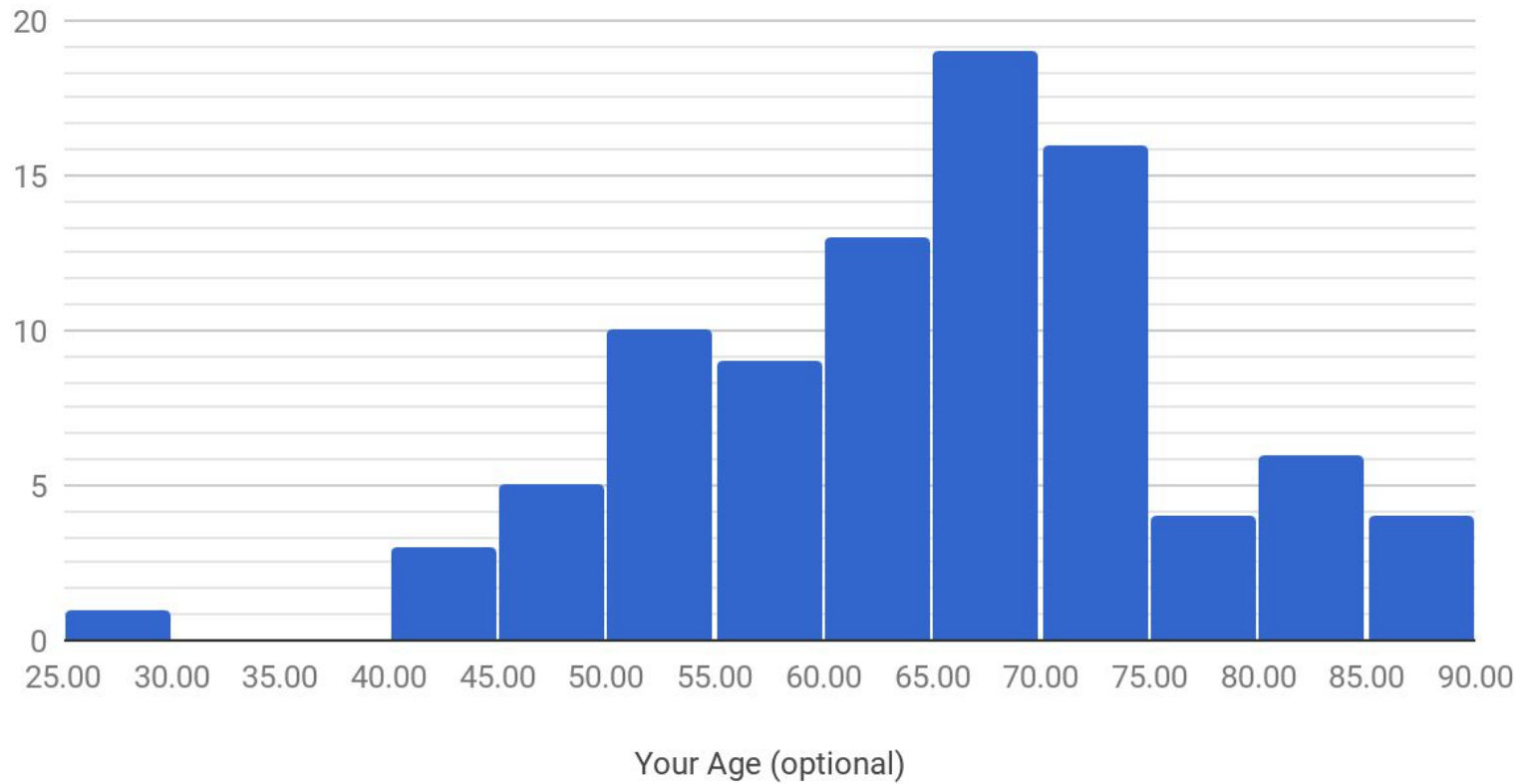
This document is a summary of the results from the 2018 MVCC Survey. Thank you for your participation. This document does not attempt to reach specific conclusions or make recommendations. The survey team will be considering these results and developing recommendations for consideration by the Board of Directors. We may reach out to some of you who have indicated an interest to further explore ideas and suggestions.

If you have any further input on the survey or MVCC in general, please send your feedback to John Stone (jcstone@gmail.com).



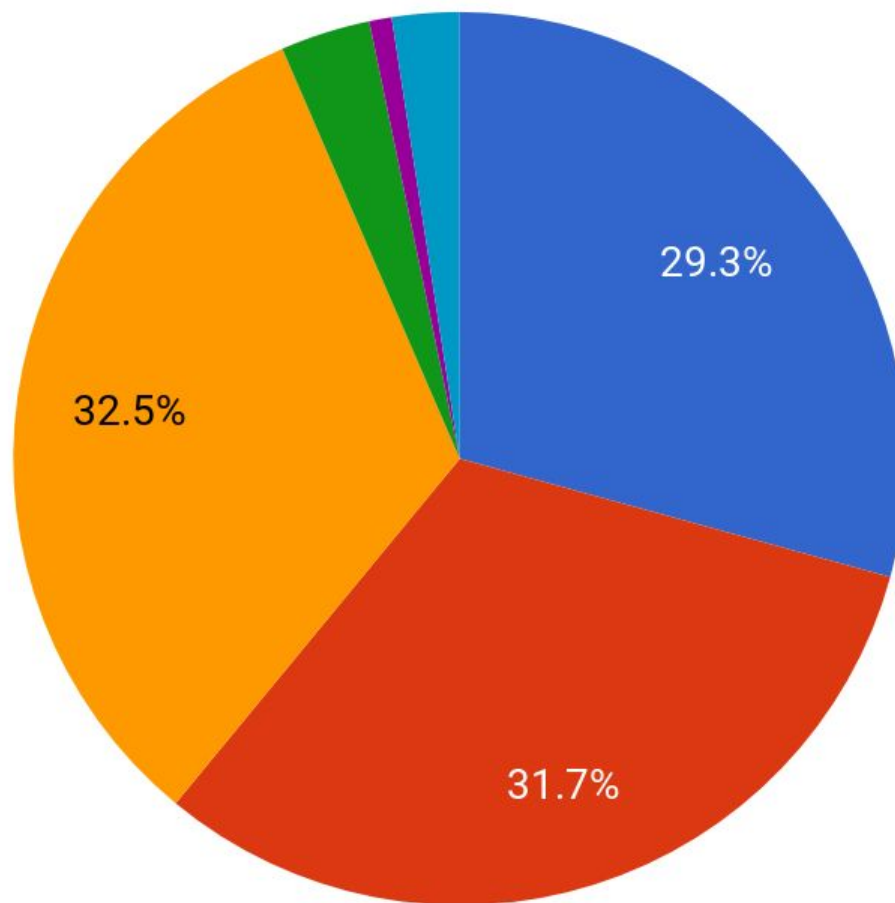
Profile / Demographics

Your Age (optional)

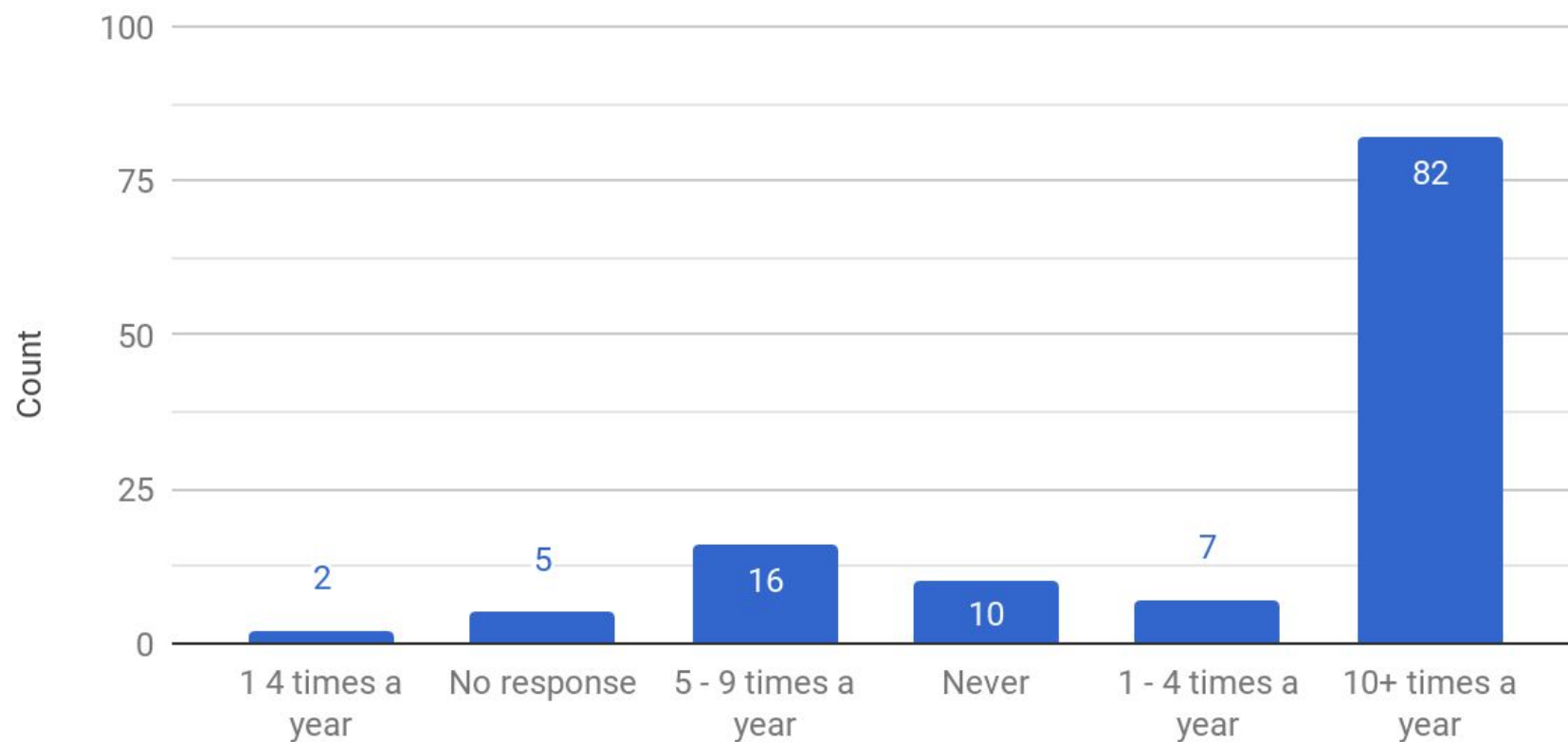


Membership Type

- Dual
- Single
- Family
- Social
- Junior
- Single / Social

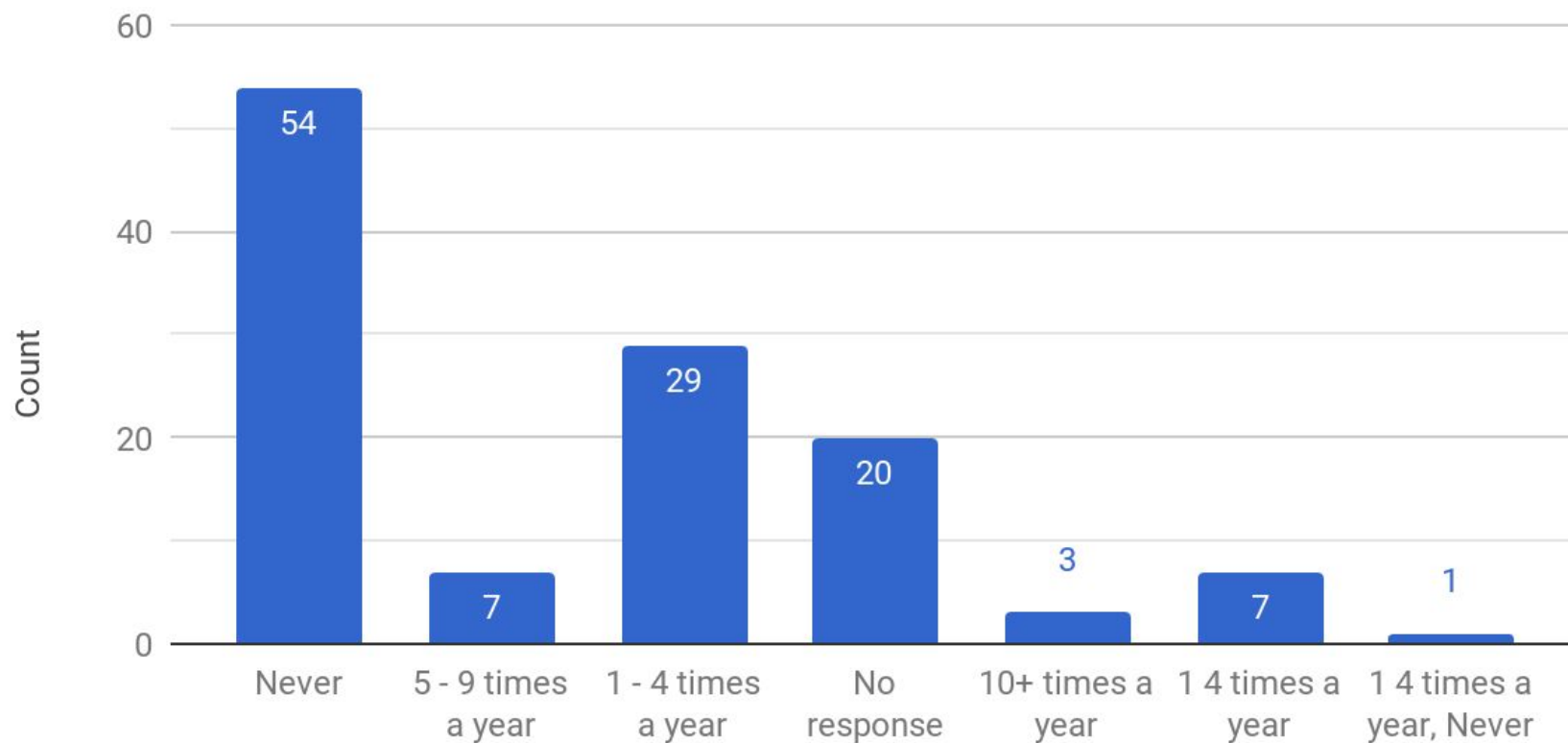


I/we play golf



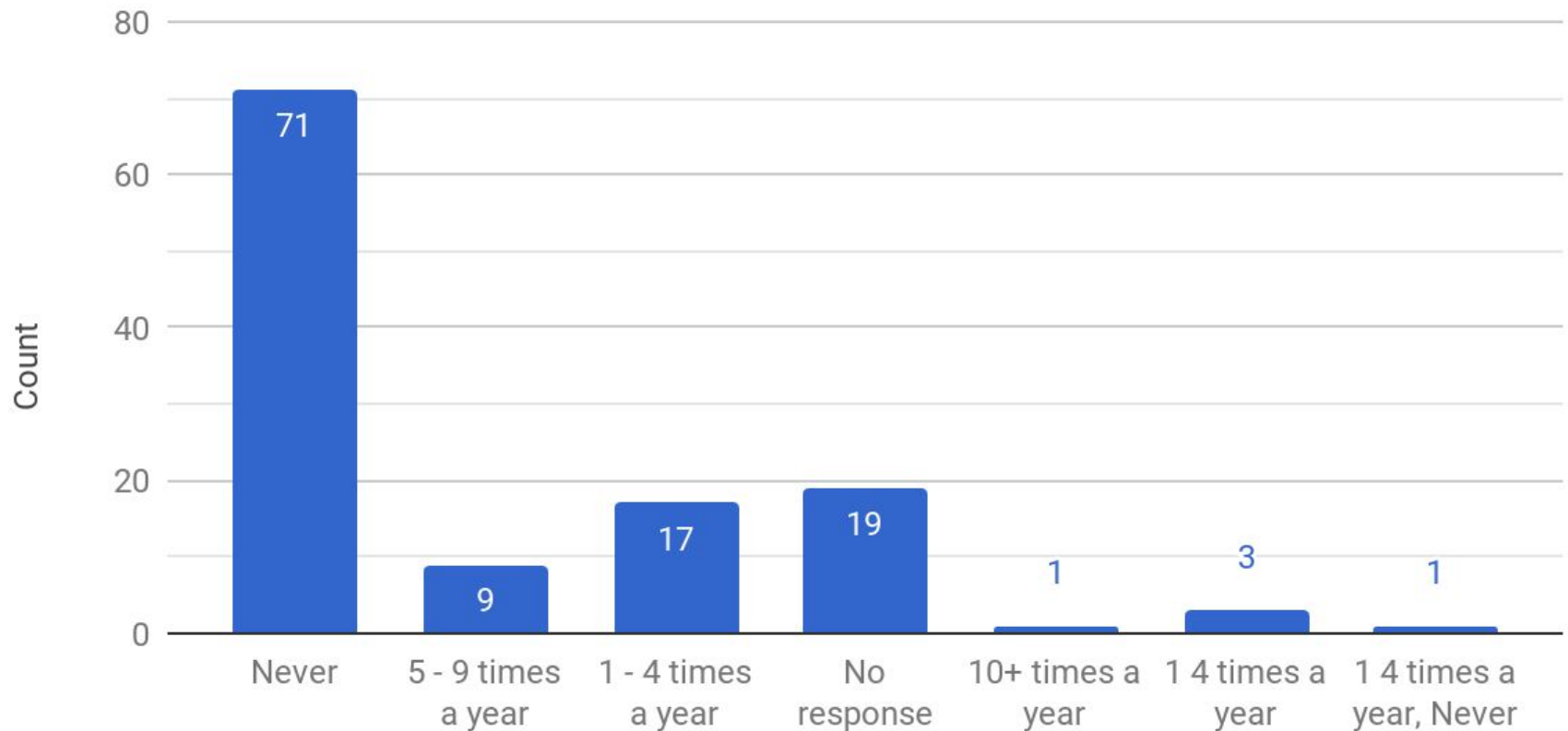
Which of the following best describes how you/your family use MVCC? [I/we play golf]

I/we take golf lessons



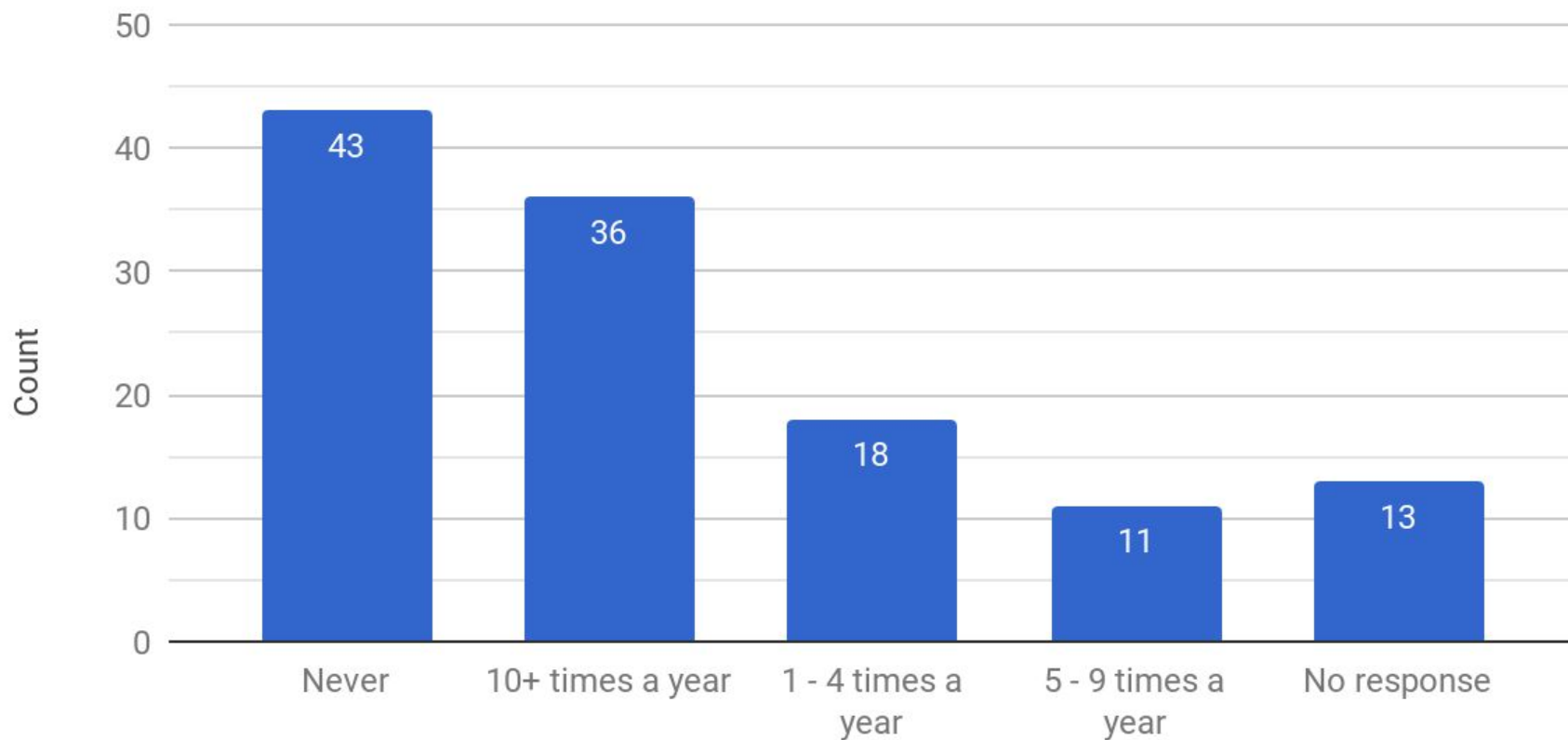
Which of the following best describes how you/your family use MVCC? [I/we take golf lessons]

I/we participate in golf clinics



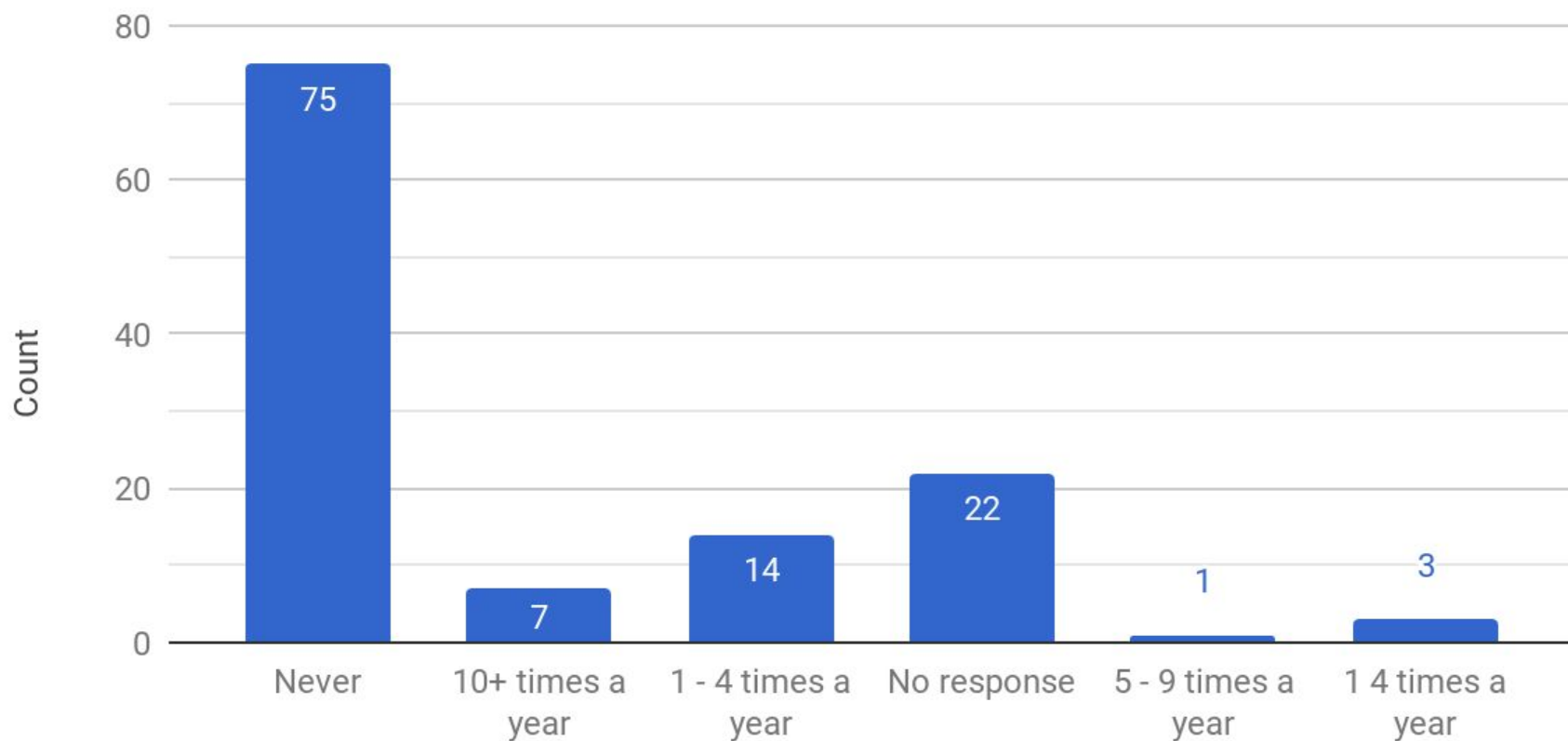
Which ... best describes how you/your family use MVCC? [I/we participate in golf clinics]

I/we play tennis



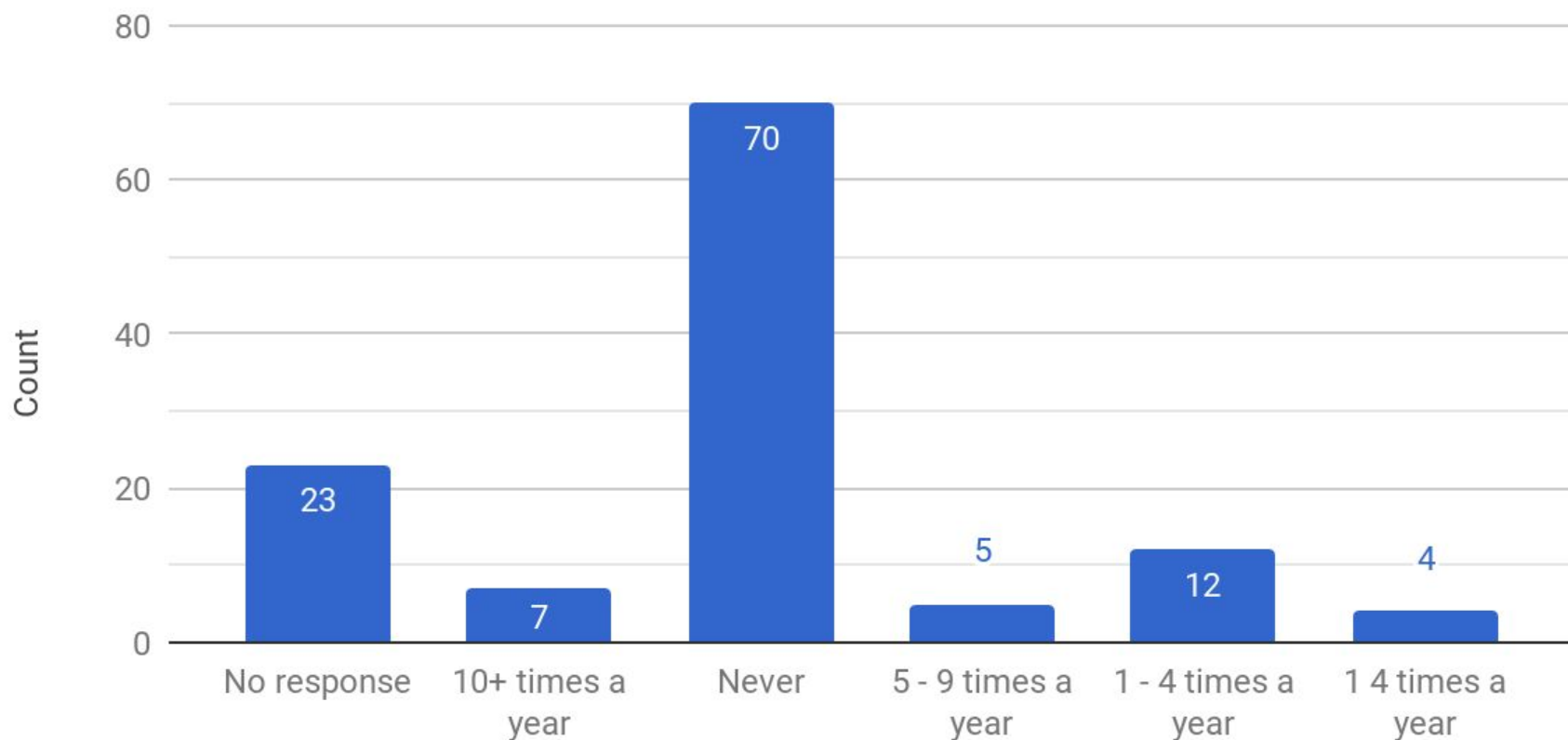
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I/we take tennis lessons



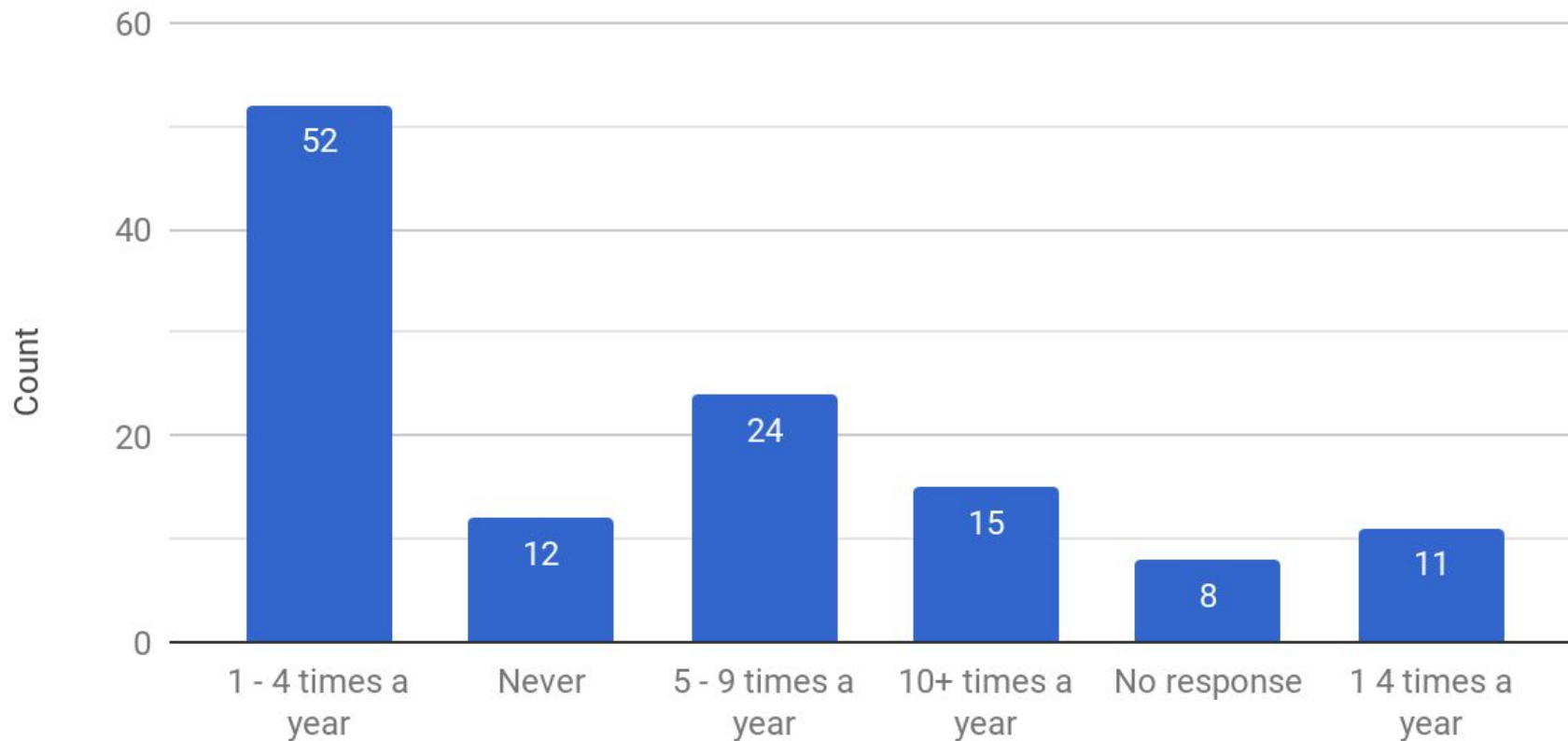
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I/we participate in tennis clinics



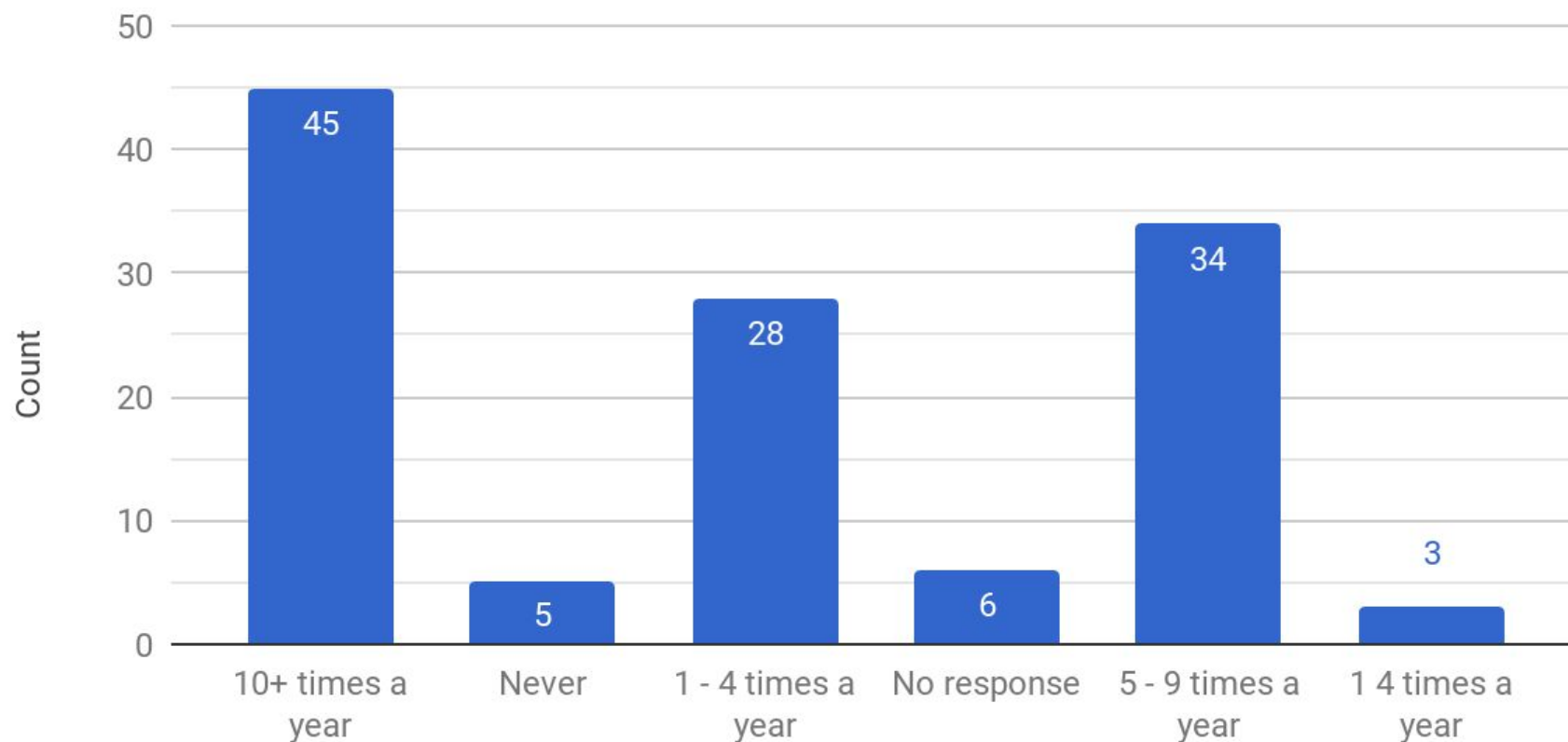
Which ... best describes how you/your family use MVCC? [I/we participate in tennis clinics]

I/we attend Social Events



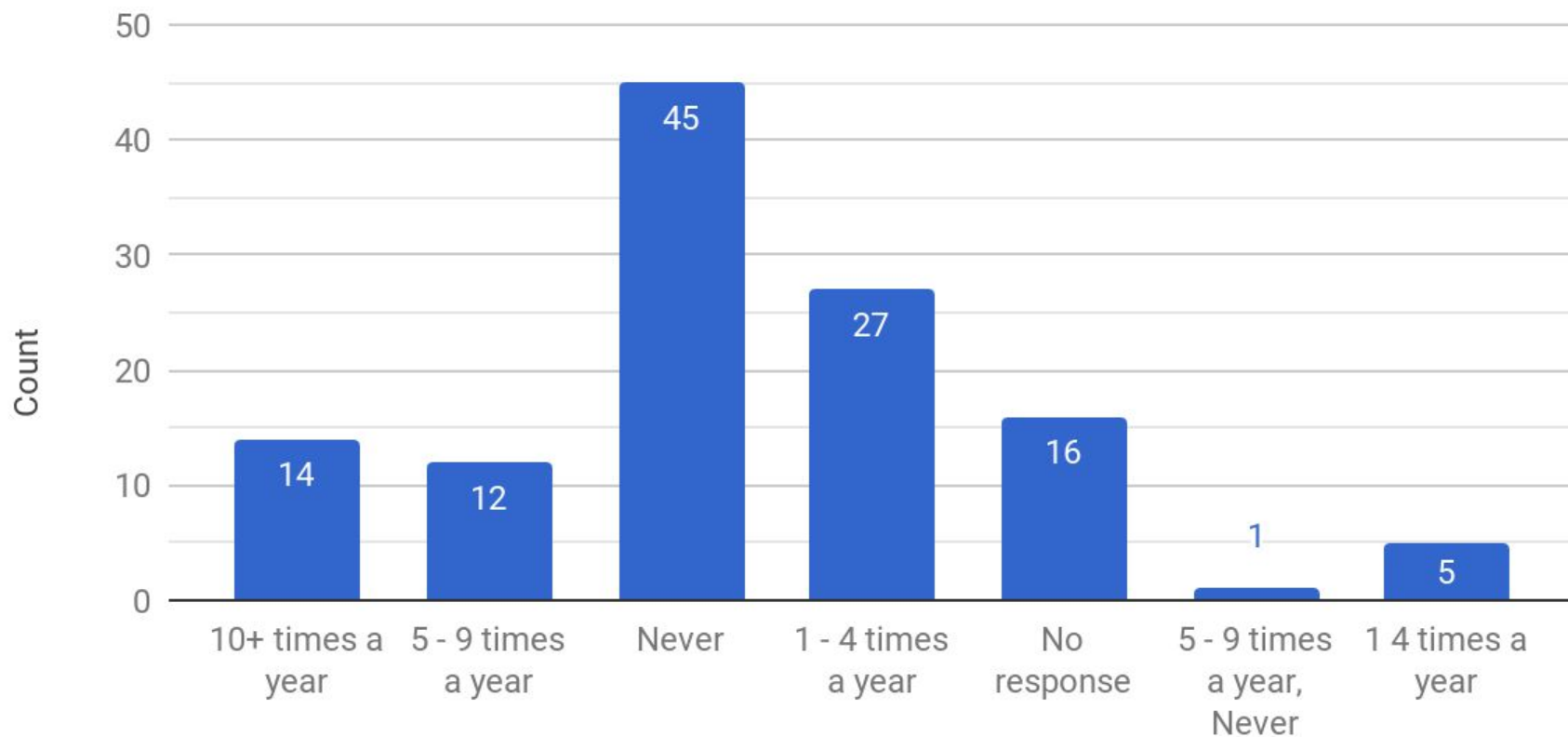
Which ... best describes how you/your family use MVCC? [I/we attend Social Events]

I/we contact the Pro-shop



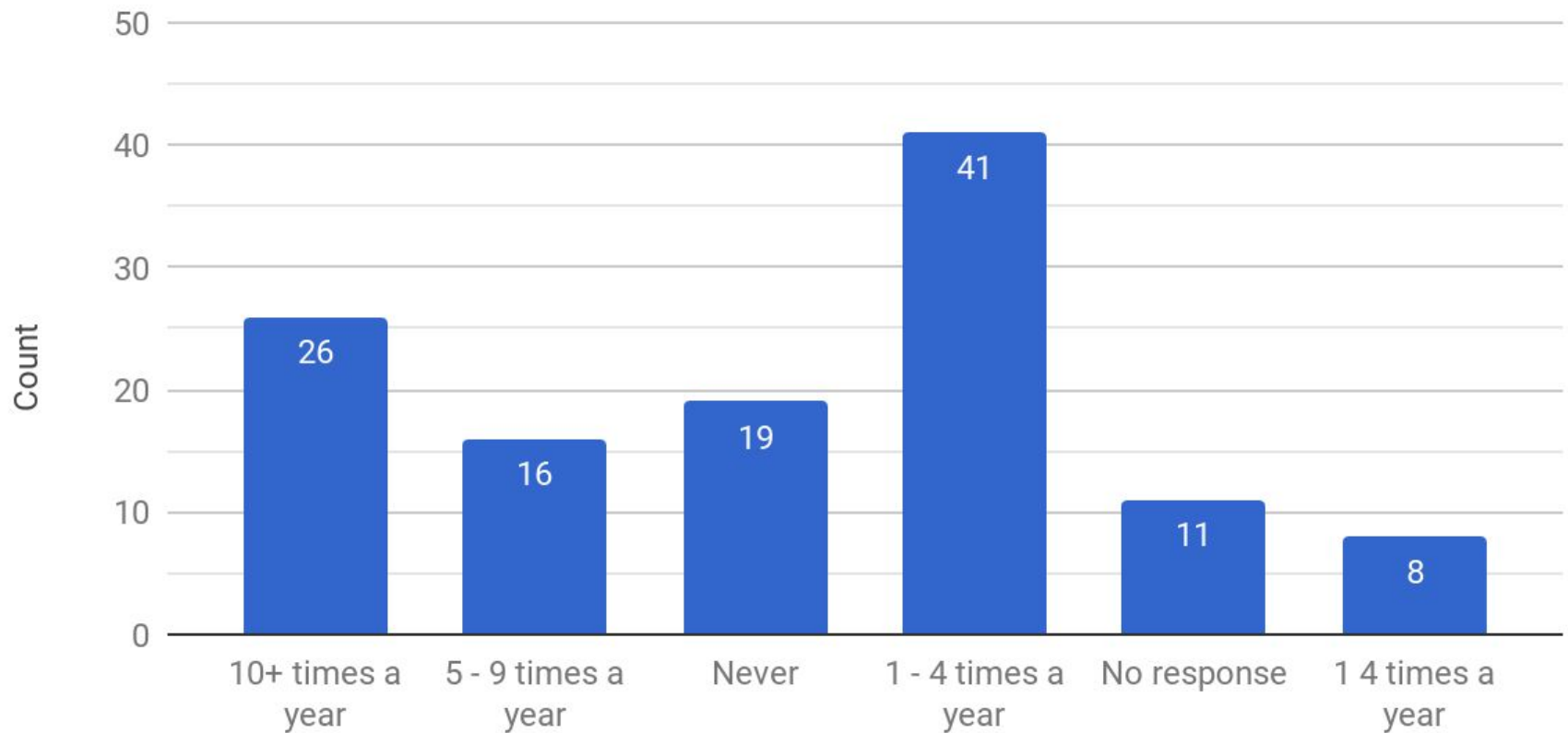
Which ... best describes how you/your family use MVCC? [I/we contact the Pro-shop]

I/we volunteer at MVCC*



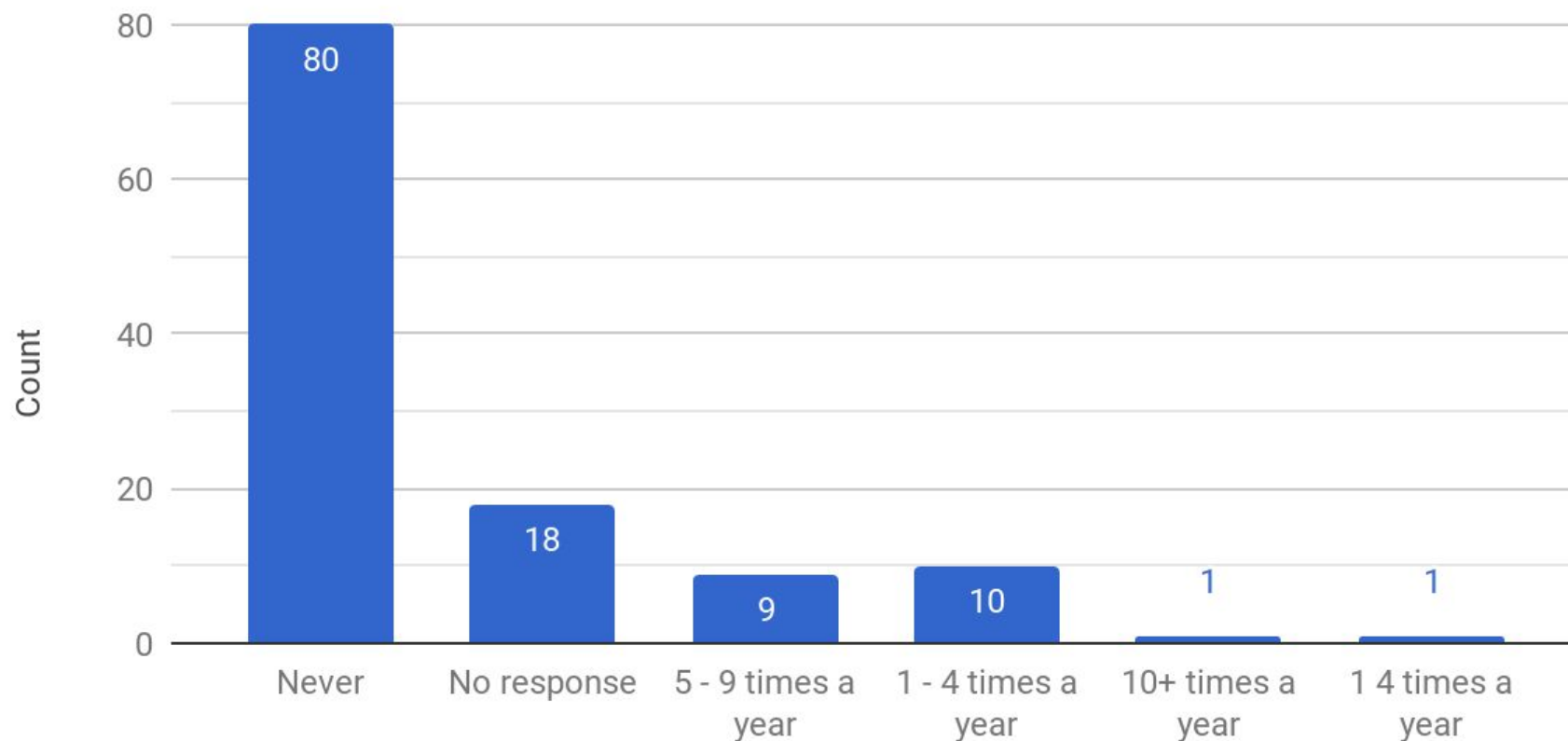
Which ... best describes how you/your family use MVCC? [I/we volunteer at MVCC*]

I/we refer to the MVCC website



Which ... best describes how you/your family use MVCC? [I/we refer to the MVCC website]

My family attends Kids' Night

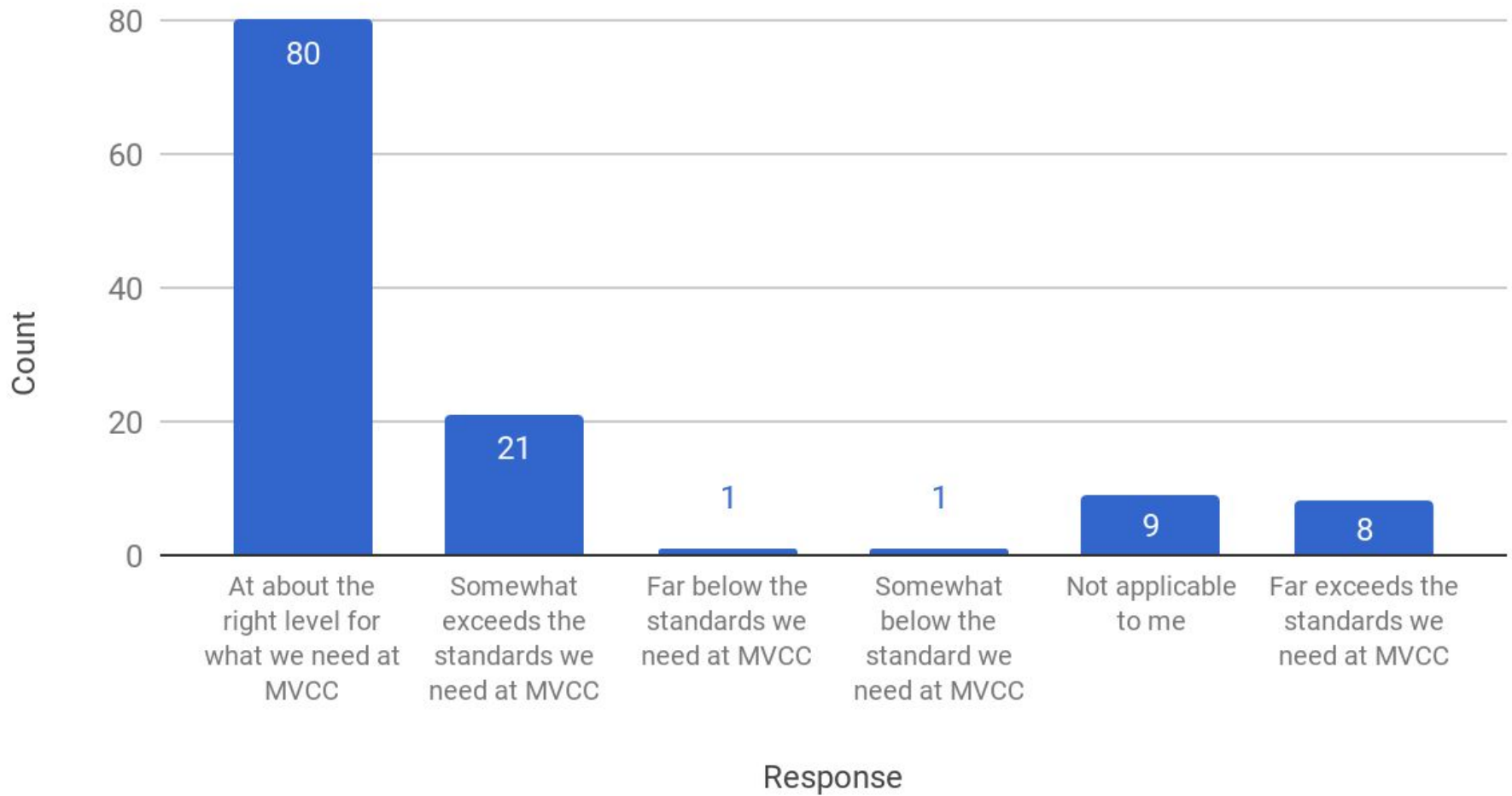


Which ... best describes how you/your family use MVCC? [My family attends Kids' Night]

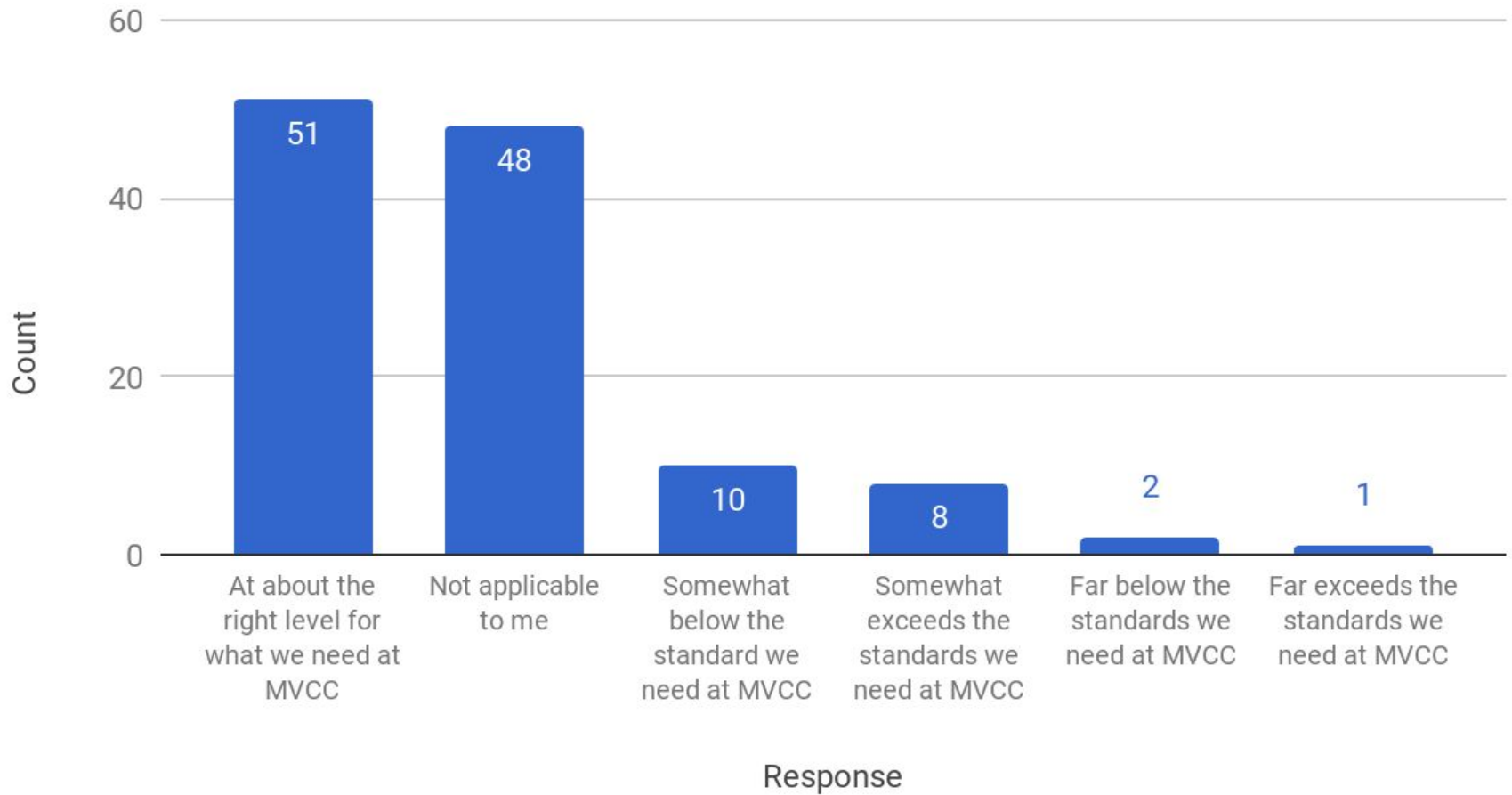


Quality

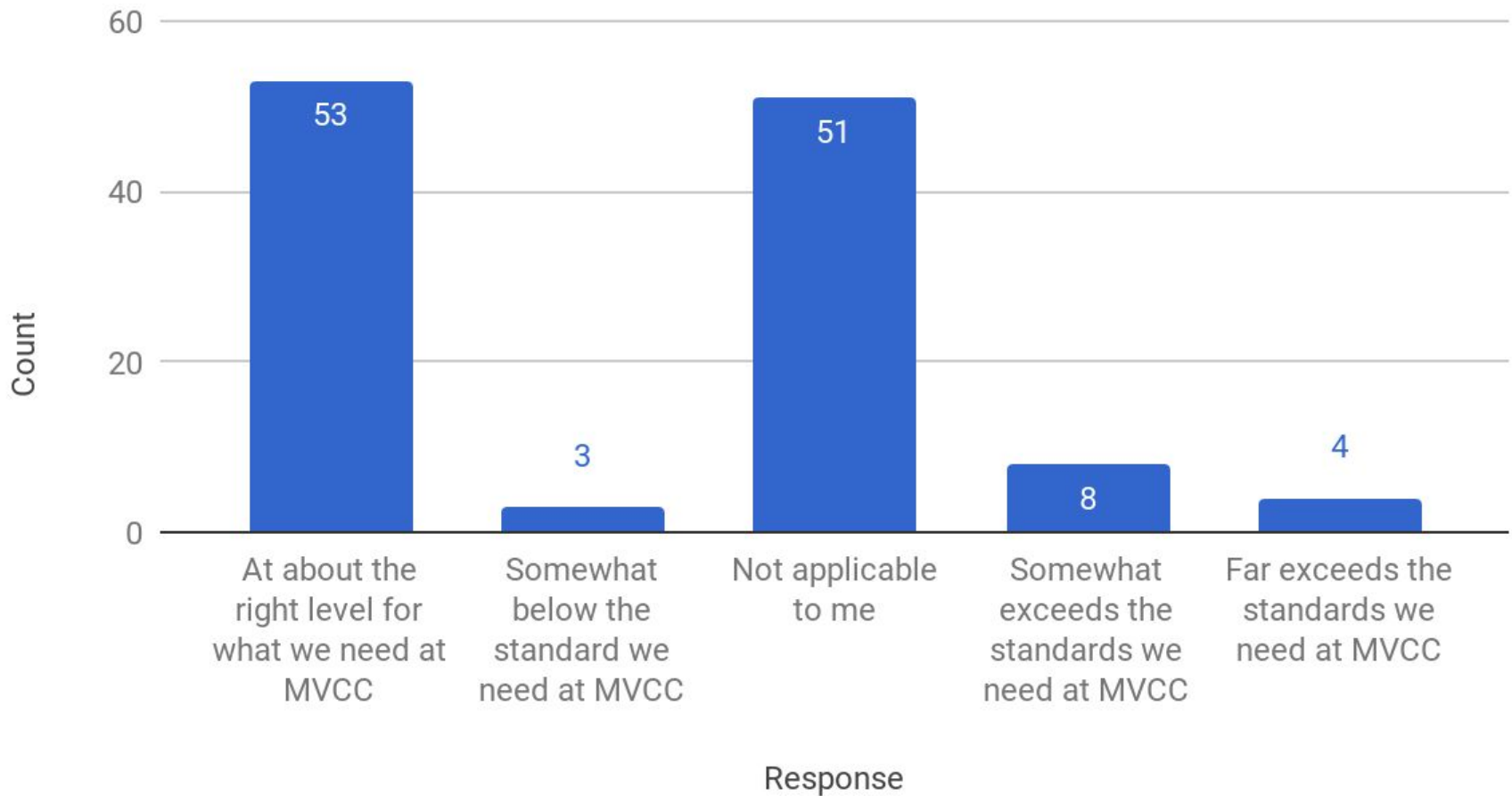
Rating of Golf course



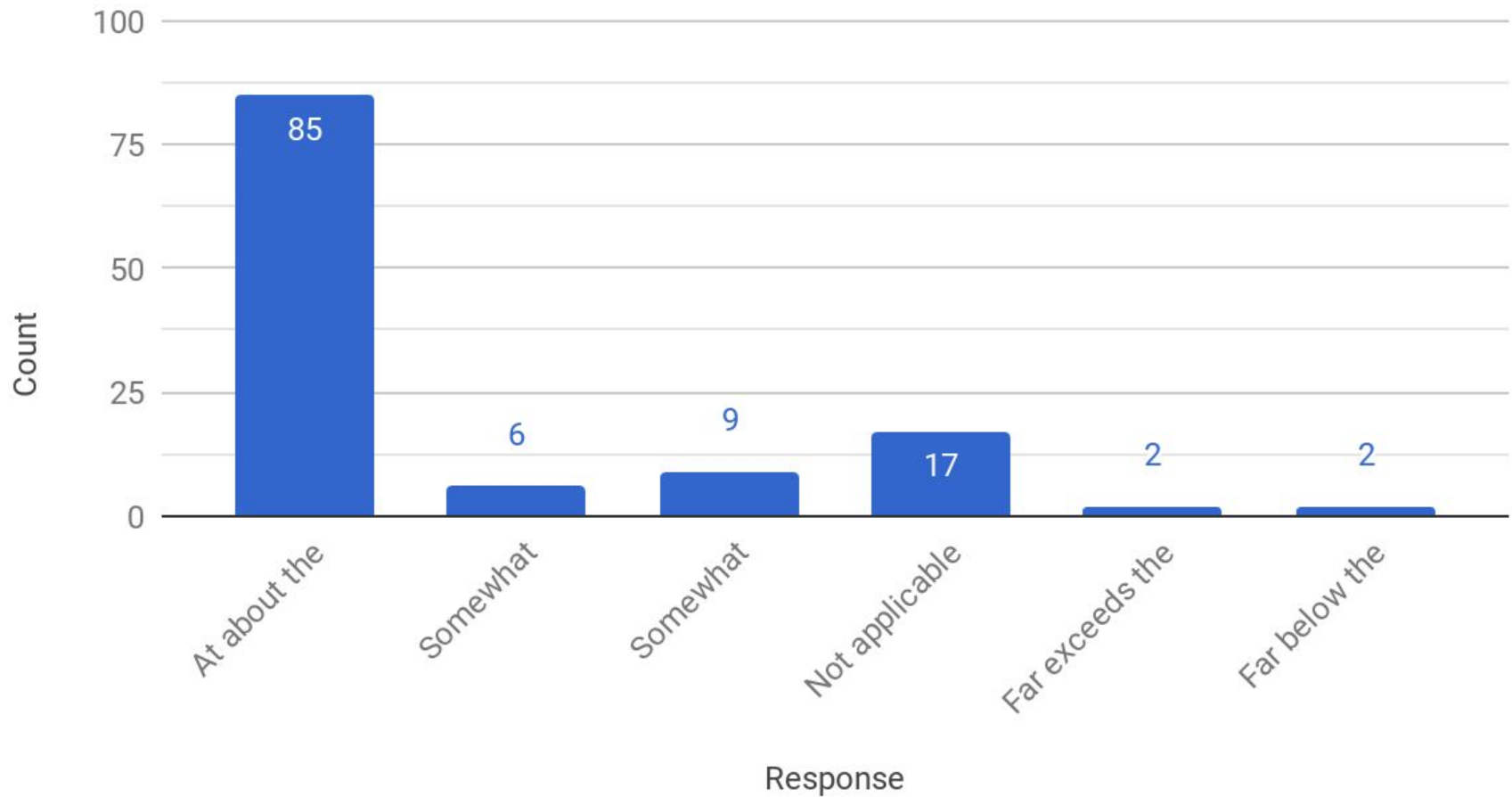
Rating of Golf tournaments



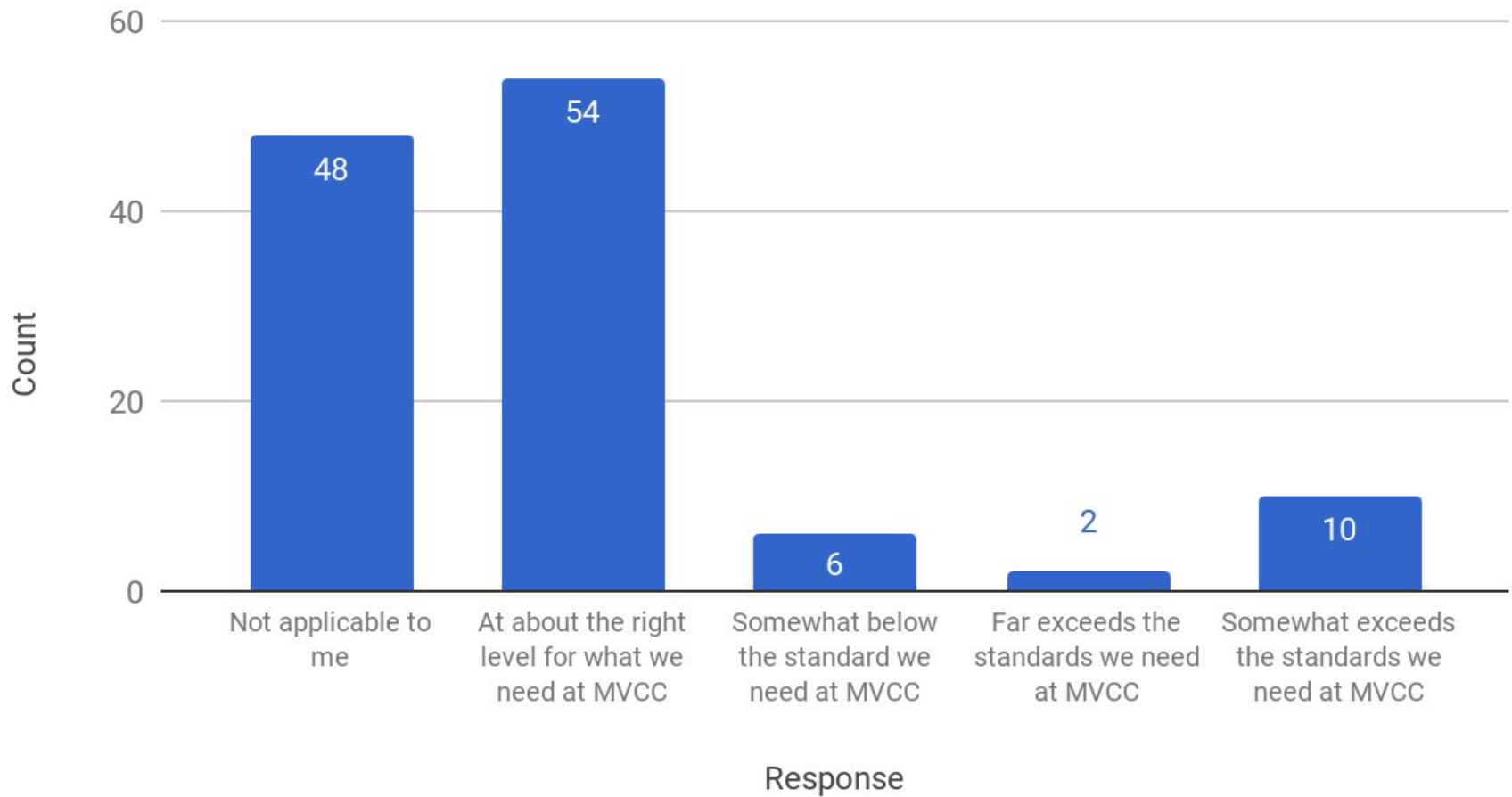
Rating of Golf instruction



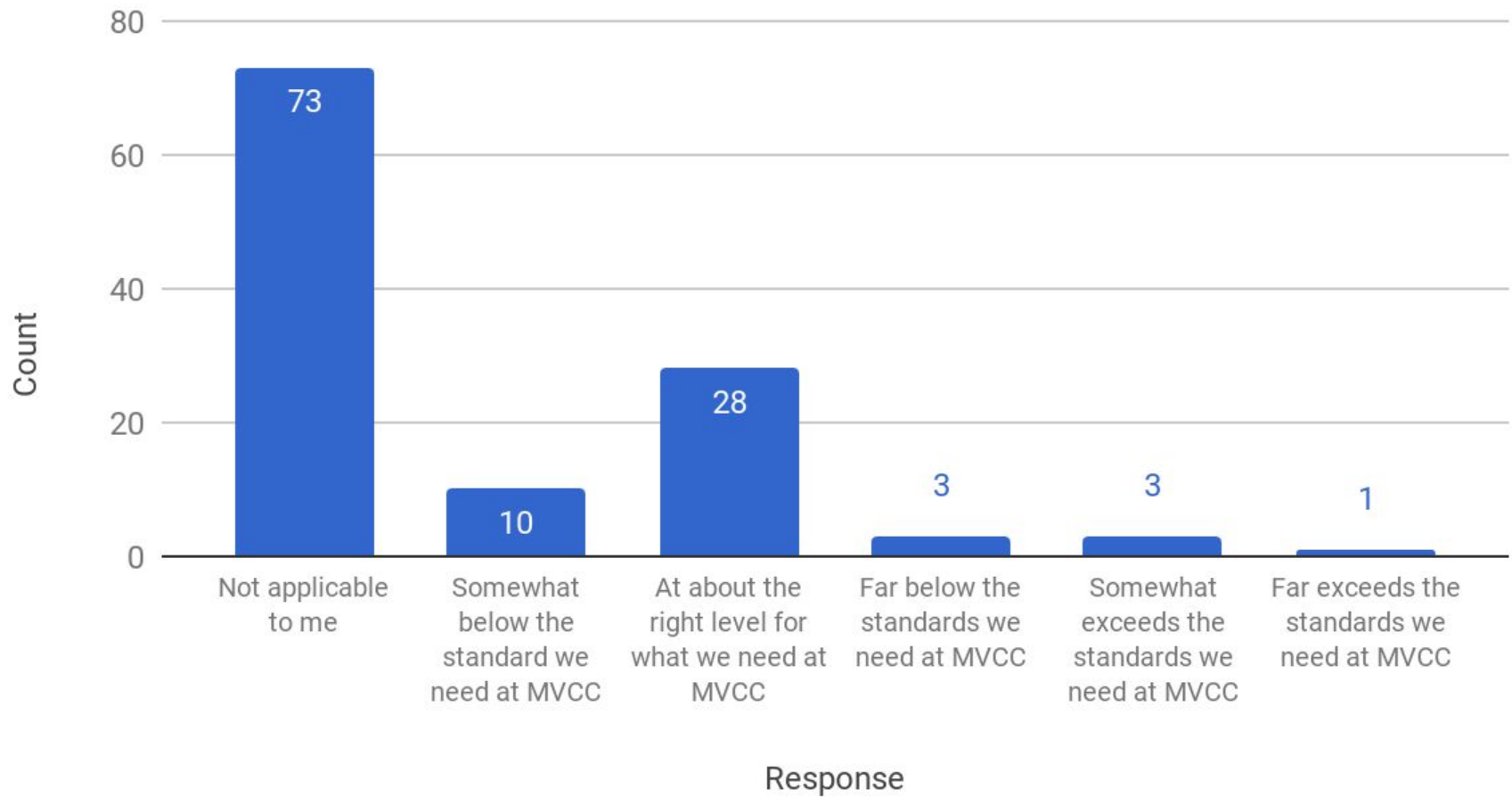
Rating of Golf practice range



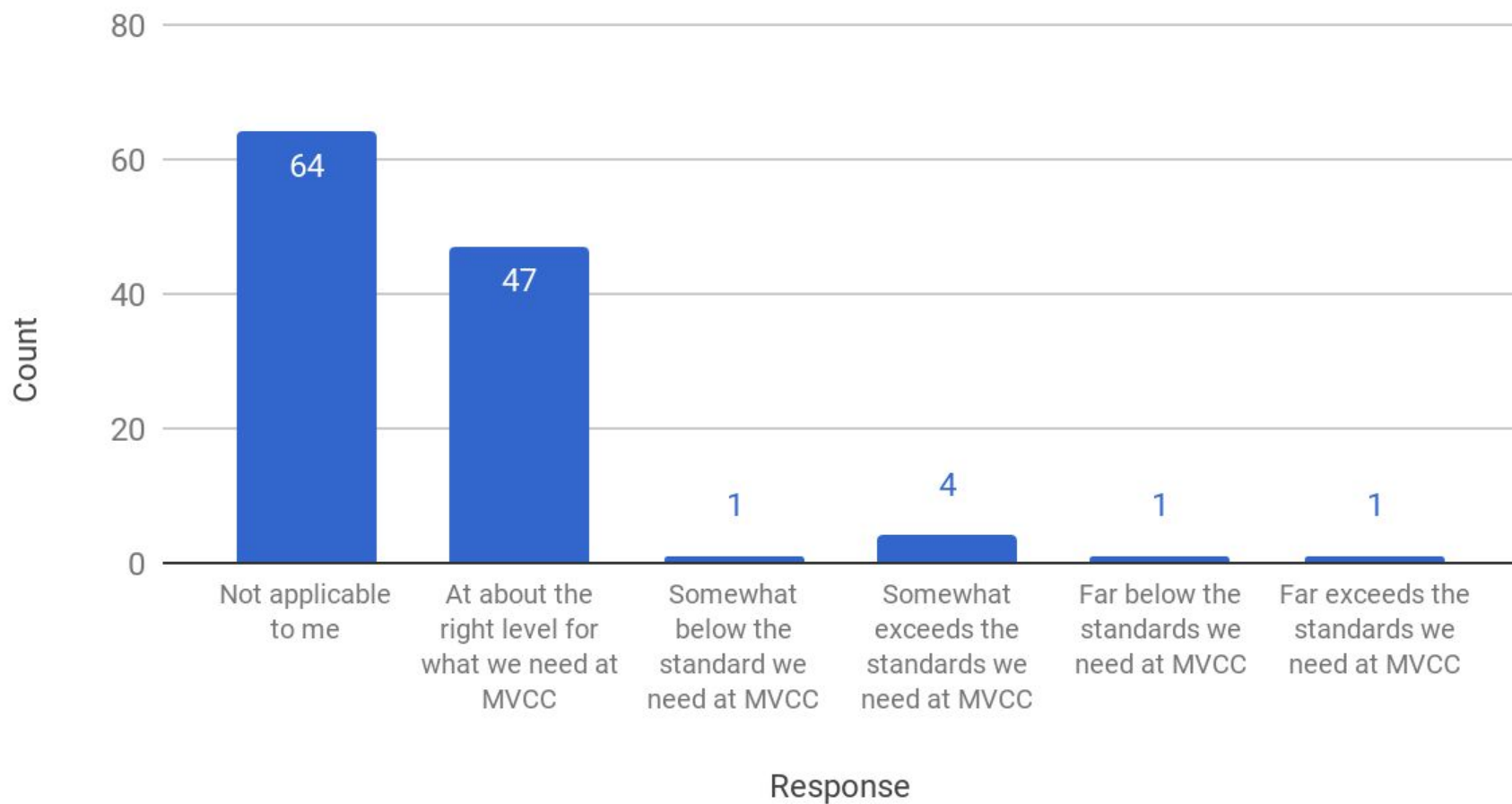
Rating of Tennis courts



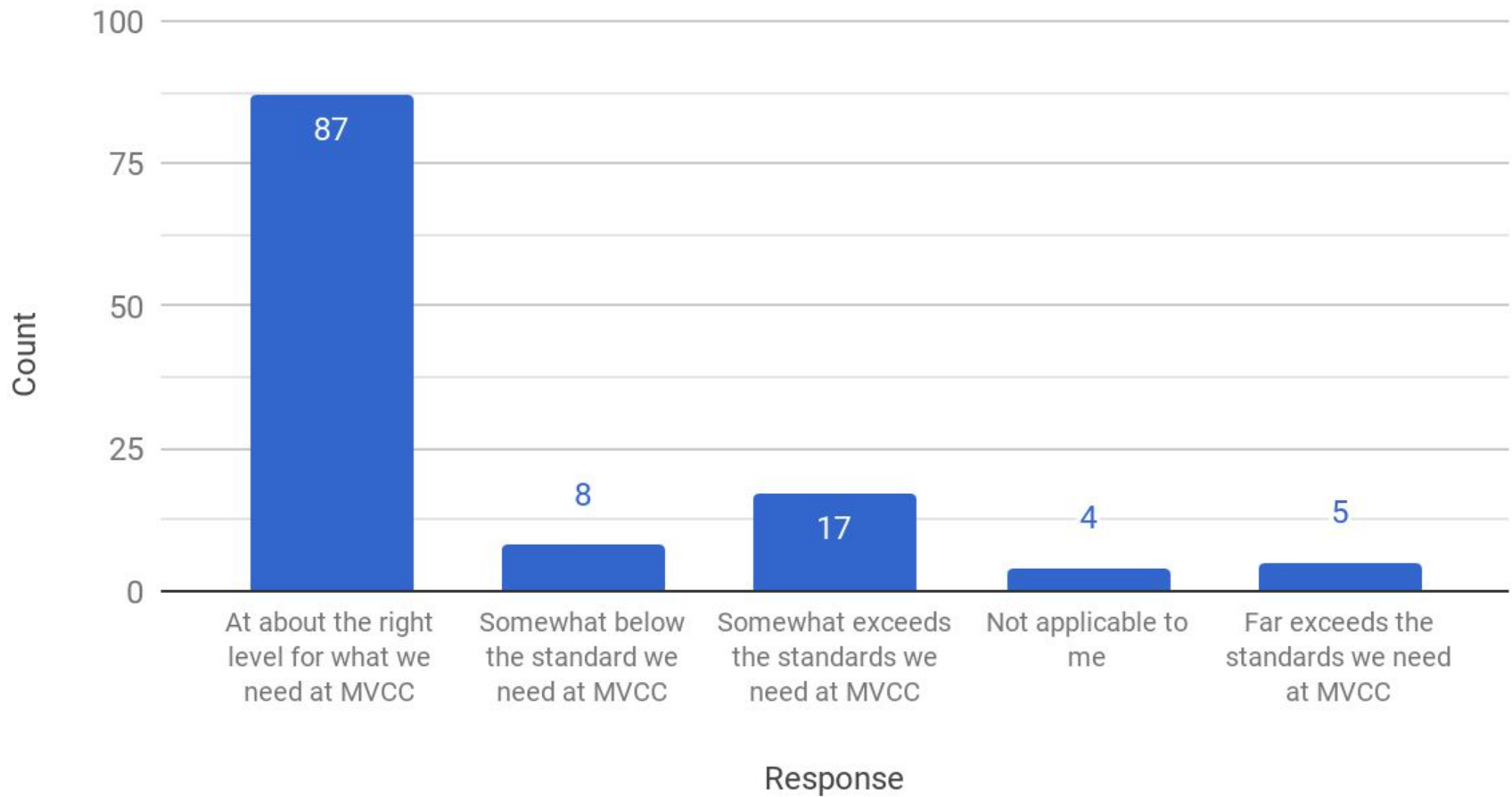
Rating of Tennis tournaments



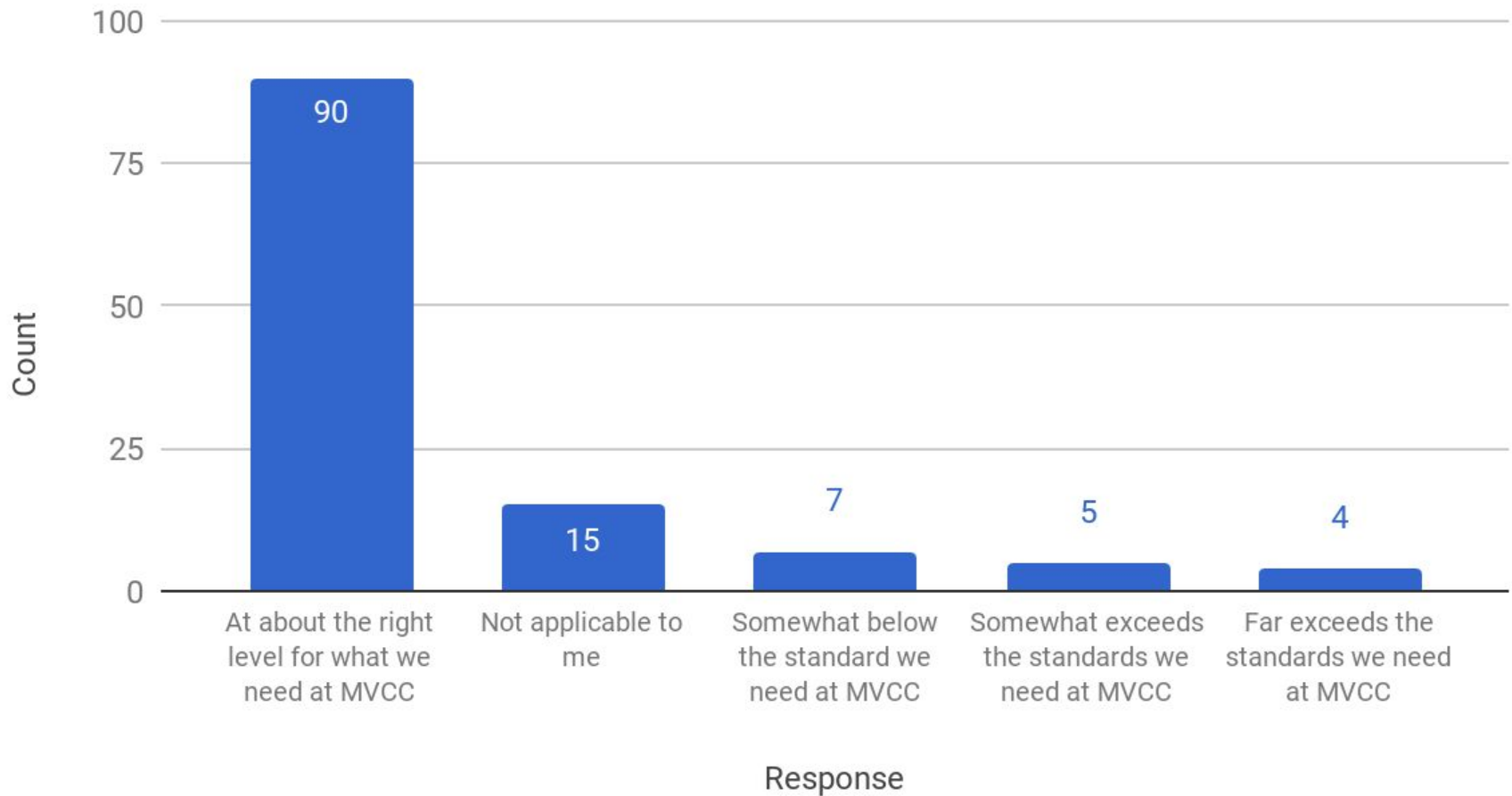
Rating of Tennis instruction



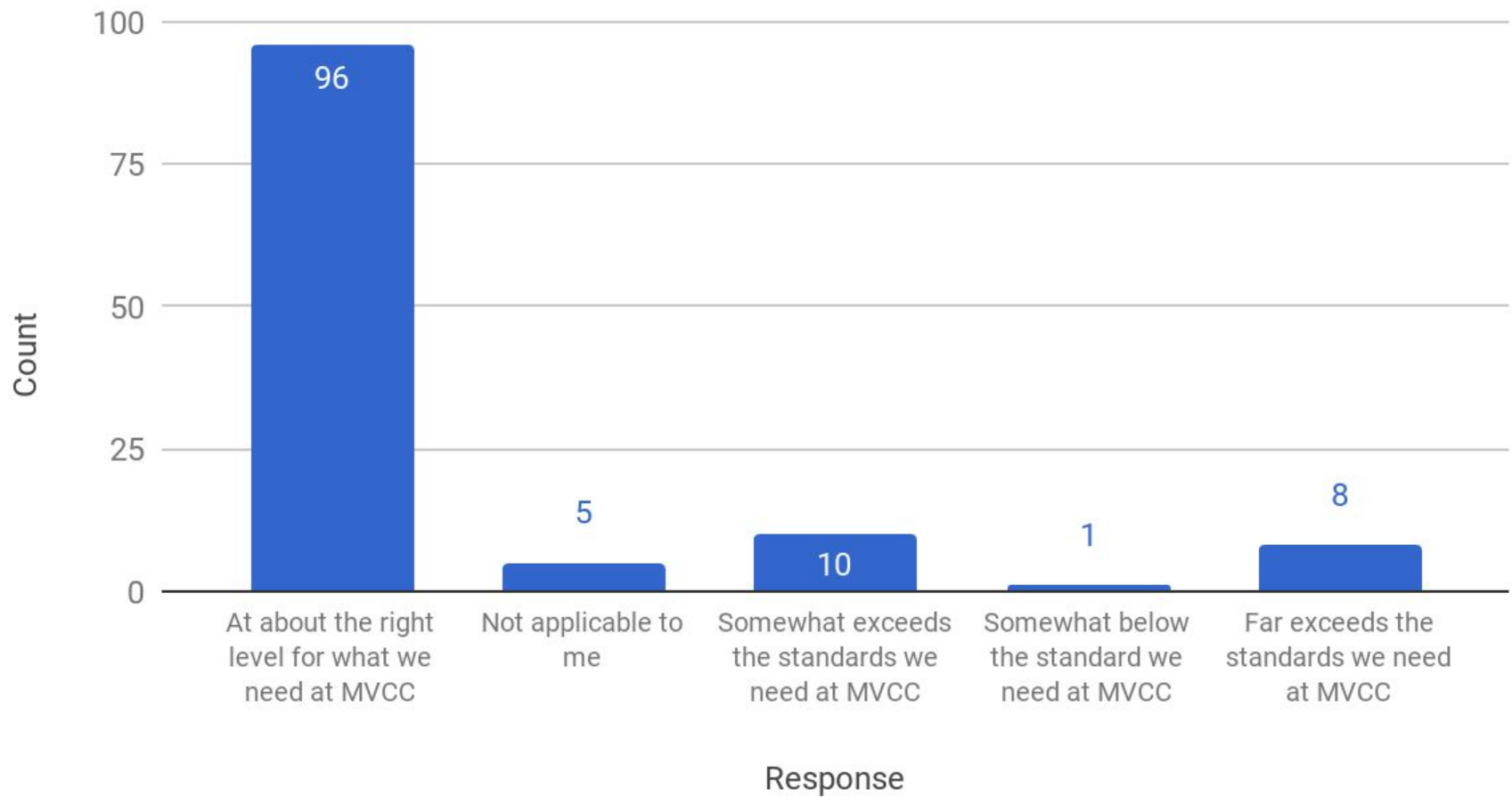
Rating of Club house



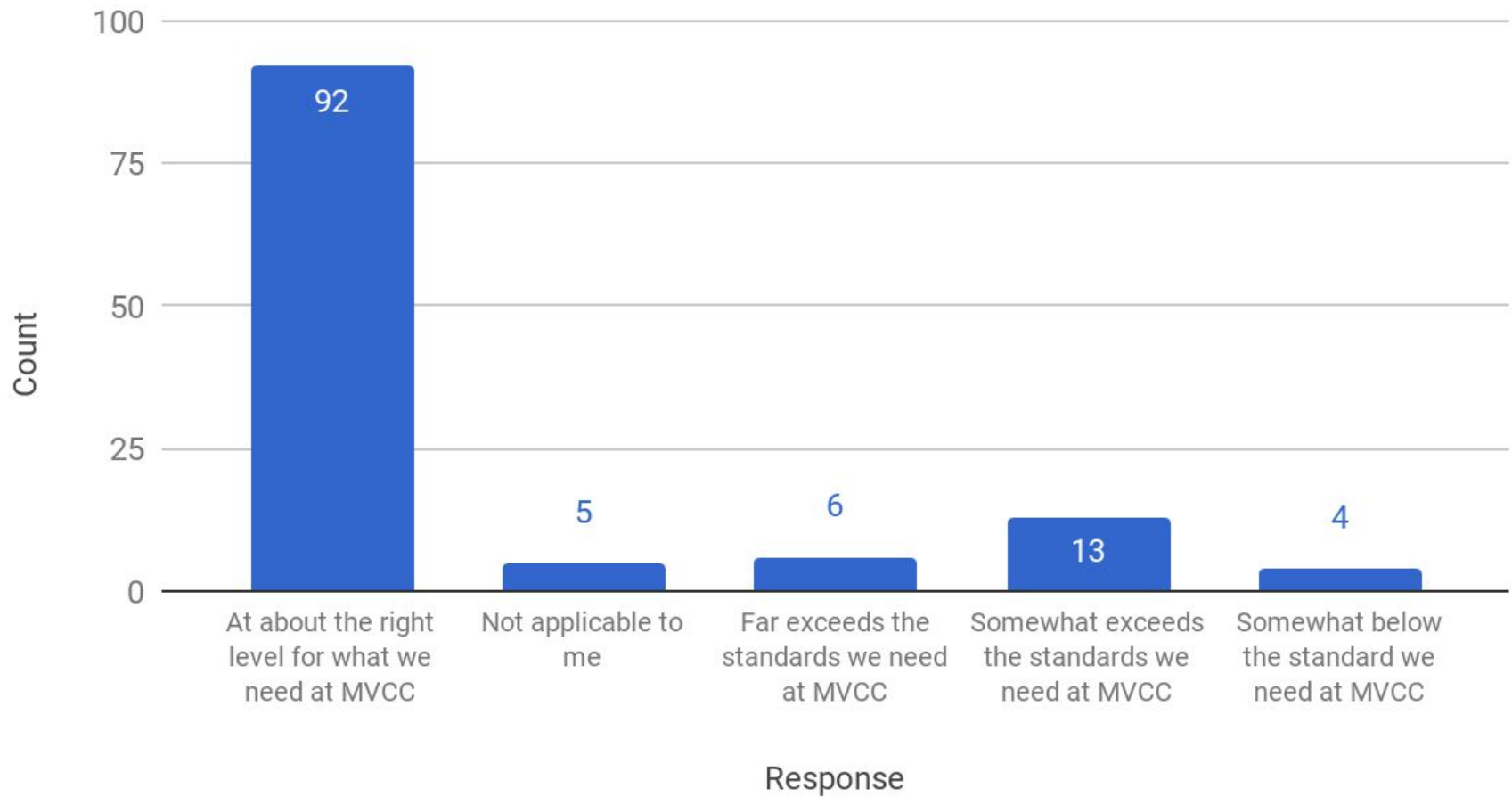
Rating of Social programs (Overall)



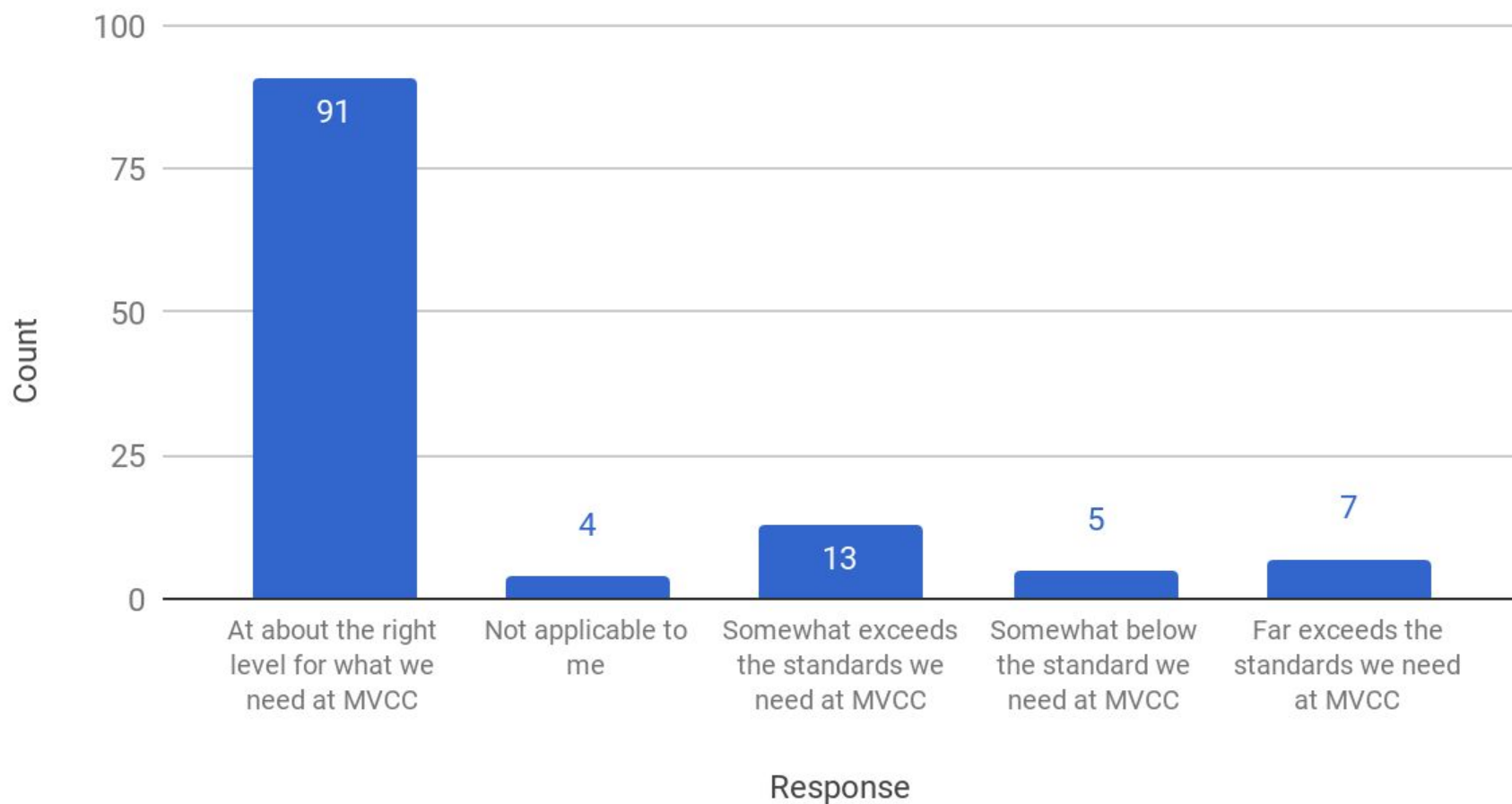
Rating of Staff members



Rating of Pro shop



Rating of Club communications



Please comment on the quality of services and experiences available today at MVCC.

- Club house with food/bev would draw new members
 - I feel MVCC does a good job in all areas of service to it's members.
 - Do we really need a golf pro running the Pro Shop?
 - Love it!
 - All things considered, Club does remarkably well in all respects.
 - fine by me
 - Excellent quality of services, delivered with a smile
 - Inasmuch as I neither golf nor play tennis, the club is fine for me (if I only think about me). If I consider the club as a whole, my answers might be a little different.
 - Very good overall.
-

Please comment on the quality of services and experiences available today at MVCC.

- I think it is great for what it is.
 - I find them to best first rate -
 - I would hope that at some point the club would invest in a tennis wall to practice at since it is not always possible to coordinate having a partner Tom play with. It would also Ben ideal for cardio vascular for seniors (who make up the majority Orbuch members)
 - Services and experiences are always excellent.
 - It meets my needs, more social events might be nice.
 - While I don't often take advantage of much more than informal golf, the staffing has been excellent. Helpful and accommodating...
 - Although I have not participated in many club activities, I do hope to engage much more in the near future, when my wife and are both retired and spending more time there. I would like to make one suggestion, however, which is to lower the \$20 tennis guest fee.
-



Please comment on the quality of services and experiences available today at MVCC.

- Friends often visit us, and this per visit charge becomes rather costly, if not prohibitive, to simply enjoy a game of tennis for a few days with a friend. I think that the annual dues should entitle members to a lower rate for guests, perhaps \$5 but not more than \$10.
 - please fix/repair the sprinkler system for the tennis courts, needs to watered regularly
 - Peo shop is great...
 - terrific
 - GoodNo complaints
 - Very friendly staff and course maintenance group
 - Not very much for social members.
-

Please comment on the quality of services and experiences available today at MVCC.

- As we learned from having Jim Dayton, having a part-time who fits in with the Greensboro community is a strong plus for the Club. I think many of the currently planned social events, especially those which have been around for many years, have become worn and as a consequence, attendance and interest is waning. We need to find ways to perk up the social/community side of MVCC, e.g. bridge & mah jongg.
 - Good
 - Mountain View has been a boon to my husband and me. Red clay tennis courts are a treat; the fencing could use some love, and grass shouldn't be allowed to grow. Any chance of a shower in the locker room? We love the golf course! People are friendly and inclusive. It's a great spot.
-

Please comment on the quality of services and experiences available today at MVCC.

- There is over-investment in equipment to maintain the golf course. An old, even antique, golf course has been modernized and has lost its character. The golfing experience has not improved, but the expense has skyrocketed -- unnecessarily.
 - Good overall
 - Excellent
 - Our golf program has never been better.
 - Staff always helpful and courteous. Last club pro (Jim) outstanding.
 - Satisfactory so far!
 - We need to continue to improve our skills at welcoming members, guests and visitors, both in person and via our various communications channels
-

Please comment on the quality of services and experiences available today at MVCC.

- Seem to improve each year.
 - MVCC strikes the right balance between quality and cost.
 - satisfied with services & experiences
 - Excellent
 - The golf course looked just beautiful last year! I can't remember it looking so nice in the almost 30 years I've been coming to Greensboro. Keep up the good work! And every social event we attended at the club from kids' night to trivia to ladies' night was really fun. The social events add a lot to the club experience for us. Everyone in the pro shop is great, and we appreciate all they do. Club communications are very helpful!
 - Excellent Services, Great effort of continuing improvement of the facilities, wonderful staff who are personable and helpful. Golf, Tennis, grounds and facilities are the best they have even been. Keep up the incremental improvements no need to go too far beyond what is needed to appeal to new members.
-

Please comment on the quality of services and experiences available today at MVCC.

- Very good!
- We mostly access clubhouse and proshop. Staff are exceptional & friendly
- The Club quality is fine. I am never embarrassed to bring guests and the clearing around greens and tees over the past few years has been excellent.
- I believe we are extremely fortunate to have the grounds crew we have maintaining our golf course and tennis courts. They do a superb job with a very limited budget. We are also very fortunate to have the volunteers we have to keep the social aspect of the club alive. I truly hope that there are many younger folks coming along who are willing to step up and continue in this great MVCC tradition.
- The staff and volunteers are friendly and engaging.
- We love MVCC. We recently used the clubhouse for my son's rehearsal dinner. It was a fabulous venue that was enjoyed by all of our guests.
- Always been very helpful

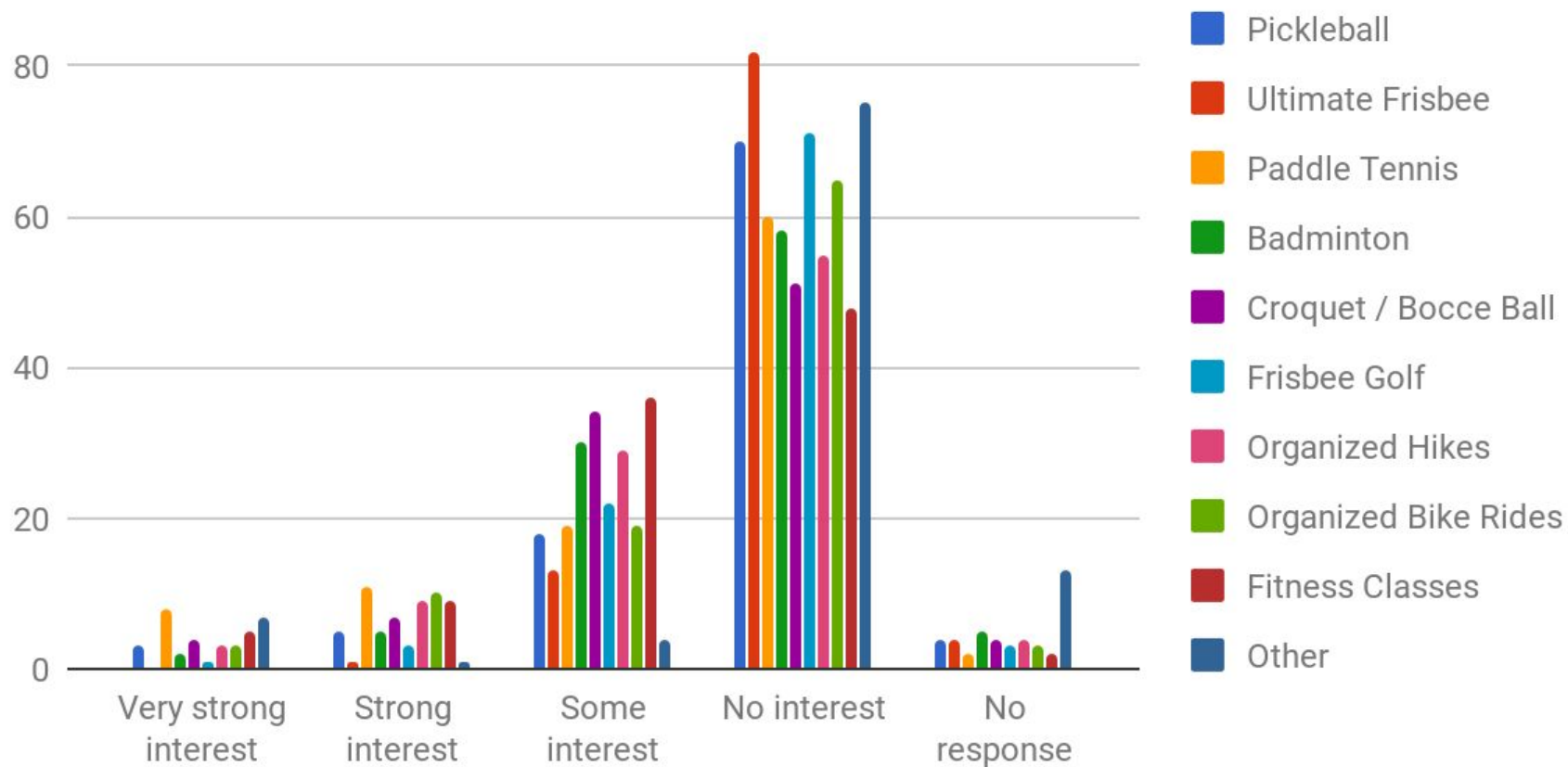
Please comment on the quality of services and experiences available today at MVCC.

- Happy with services and MVCC experiences
 - Very satisfactory.
 - Generally very positive.
 - Very good. It would be nice to have more social activities inside club house for younger couples. Possibly a weekly wine/cheese for adults. Coffee shop/sandwich shop.
 - I only play golf. Considering the size and location of the club I believe the services are adequate. I believe that it is most important to promote the game of golf. Maybe promotions that include free lessons and a free round to first time players or prospective members. As families no longer spend a full summer or even a full month in Greensboro perhaps a weekly membership or monthly membership offer to first time members to get to know the club.
 - Staff is terrific! Does a great job on limit
-



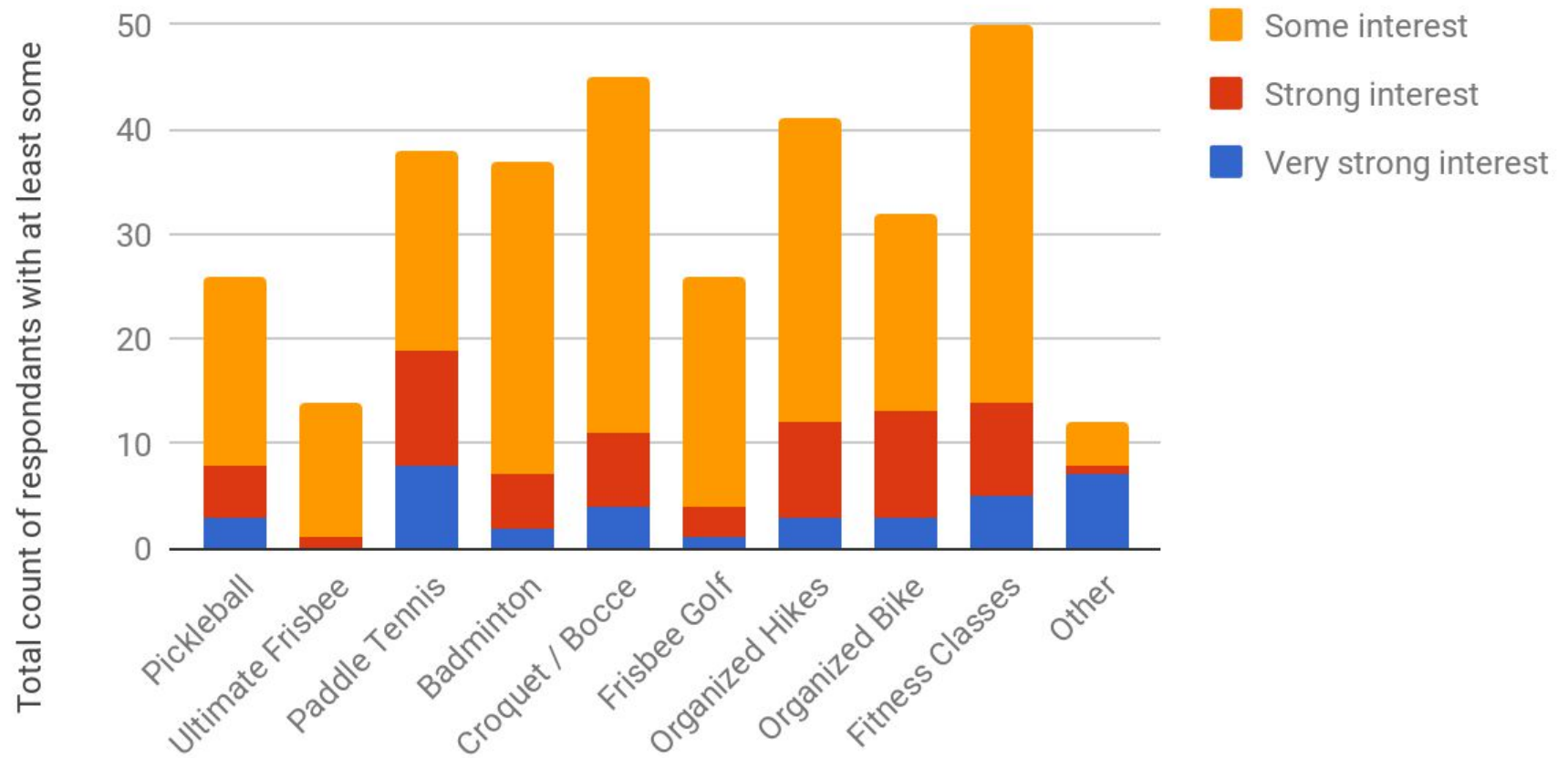
Expansion of Athletic Activities

If MVCC were to expand its sports, which of the following would interest you?



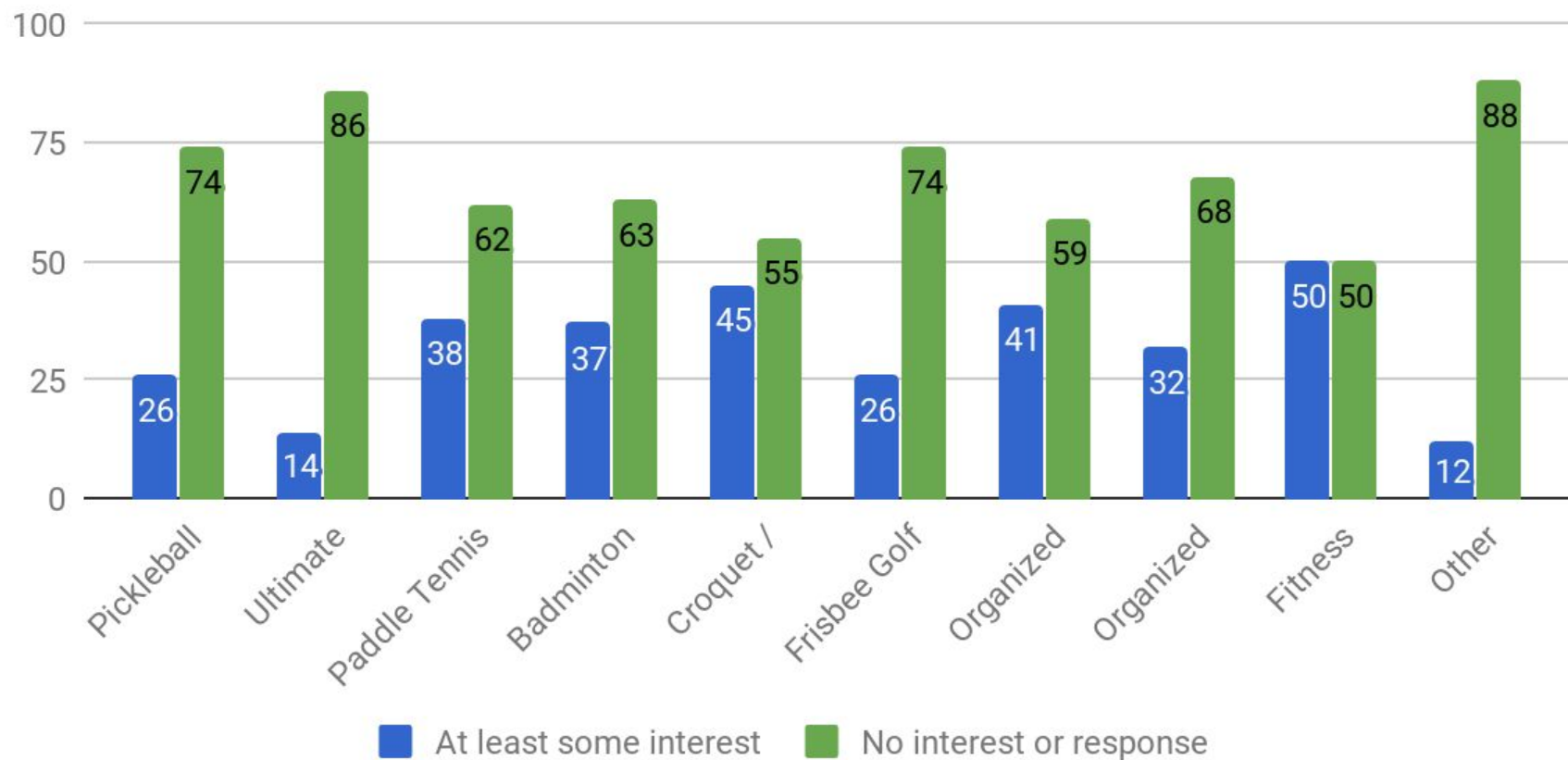
What does interest for each activity look like?

Only showing responses indicating at least some interest



At least some VS. No interest/response

"At least some" aggregates some, strong and very strong interest



Fitness Classes

Strong interest

15.0%

Very strong interest

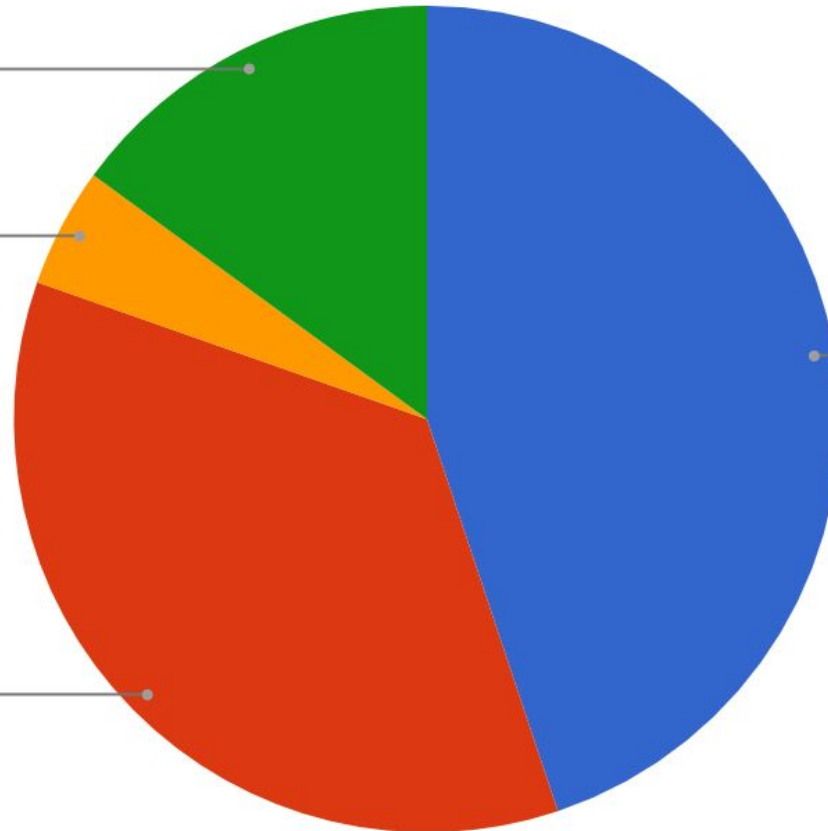
4.7%

Some interest

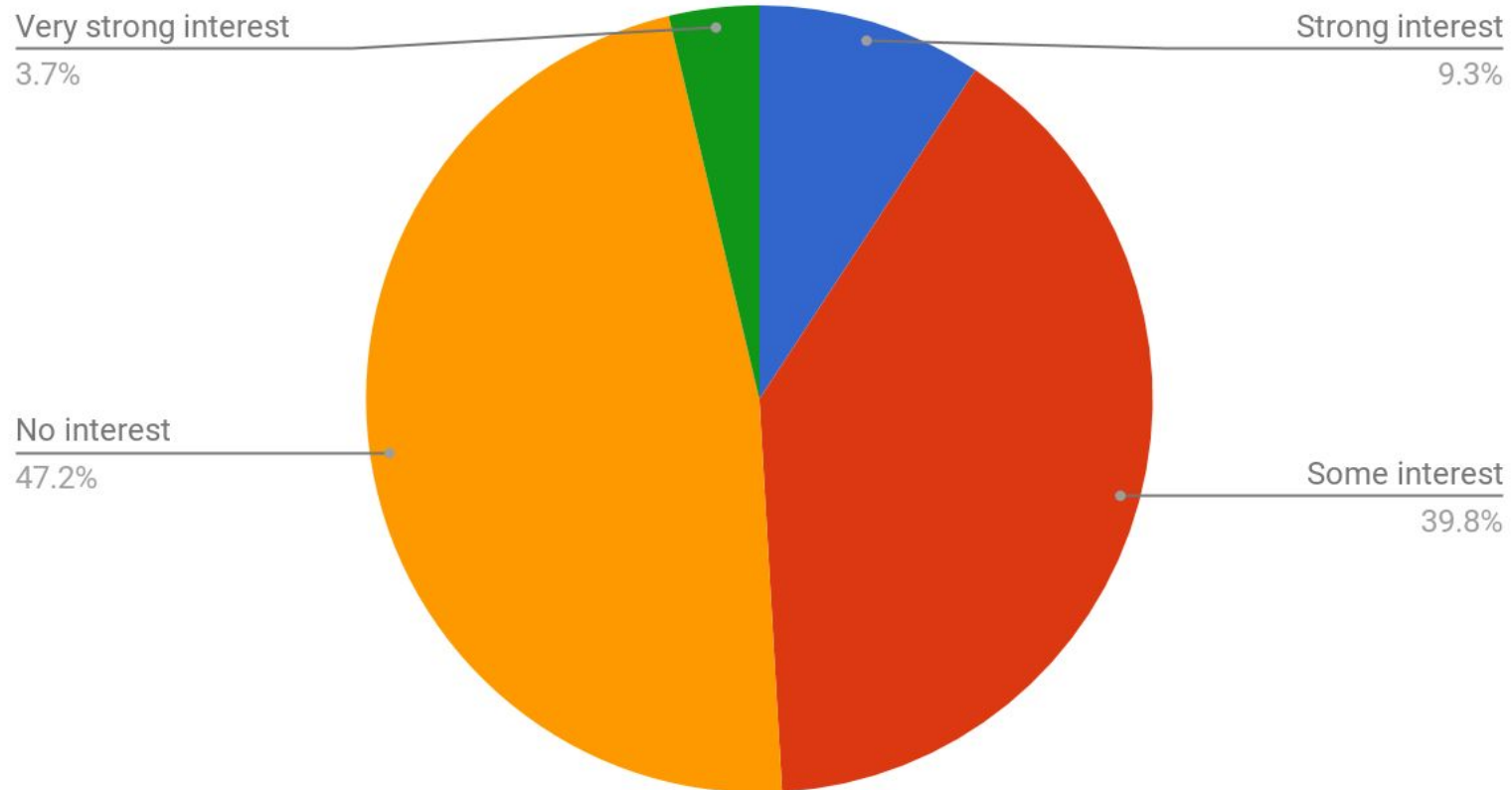
35.5%

No interest

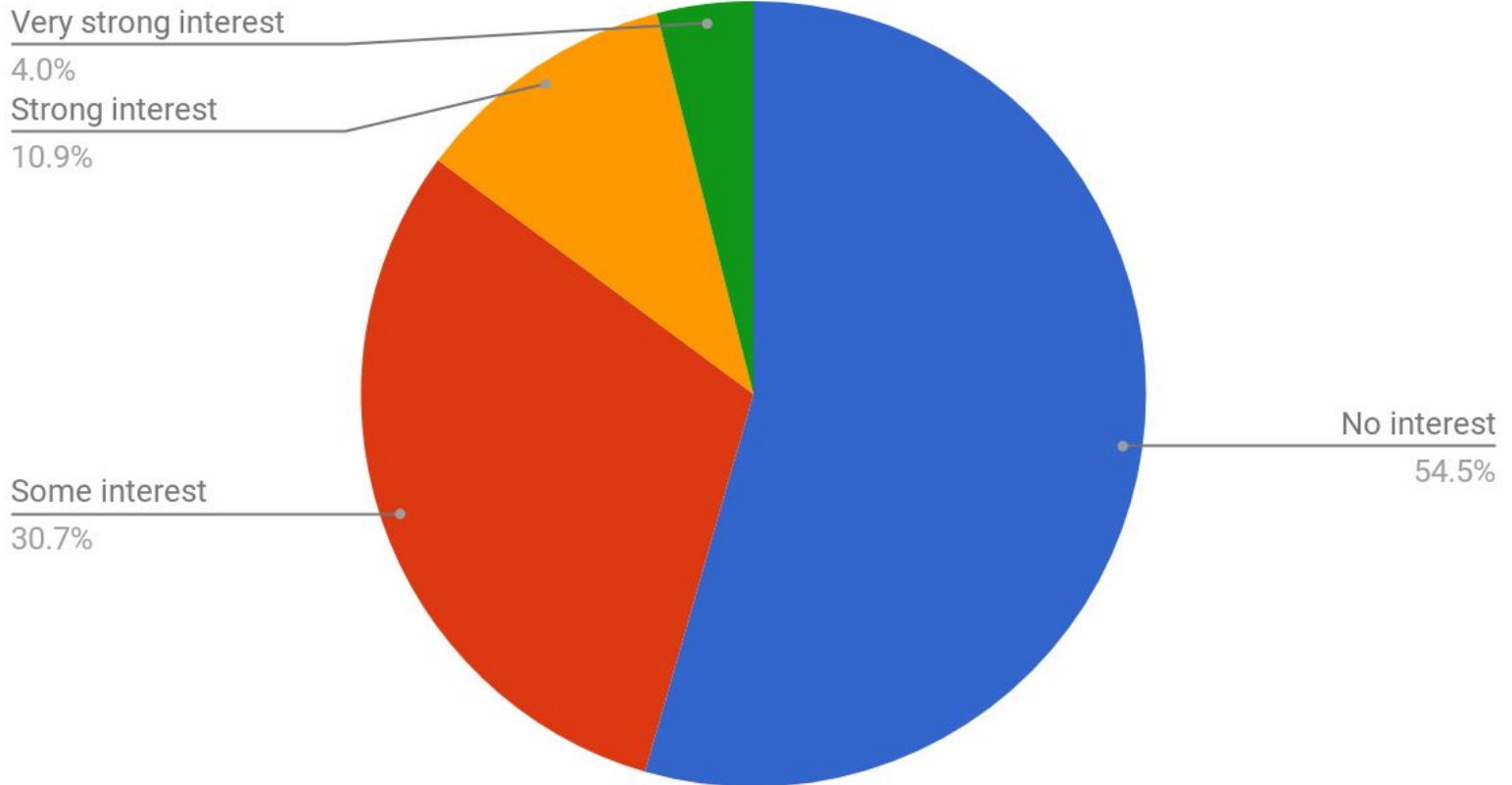
44.9%



Croquet / Bocce Ball



Organized Hikes



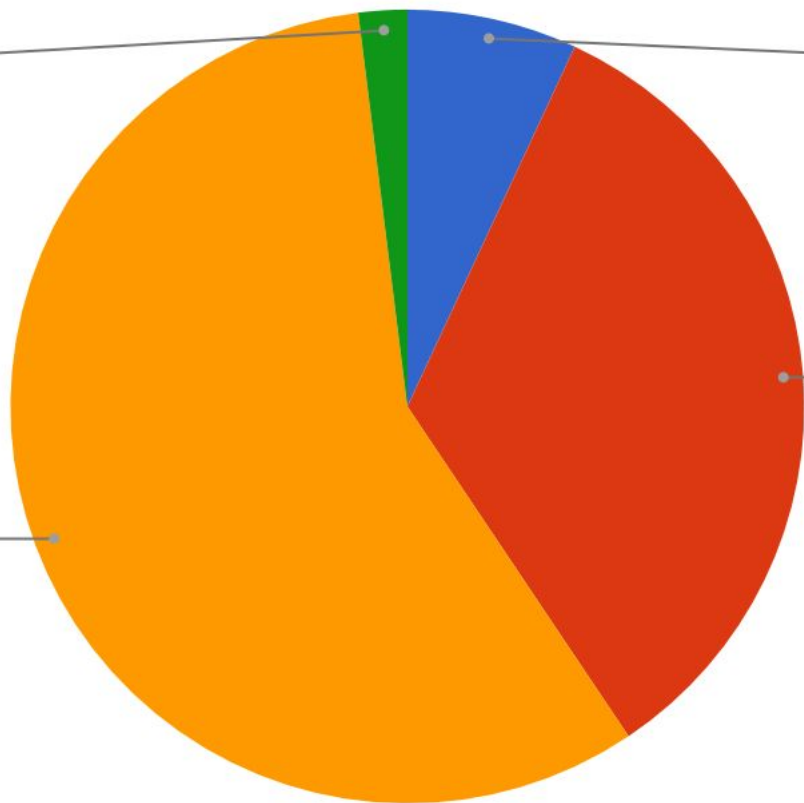
Badminton

Very strong interest
2.0%

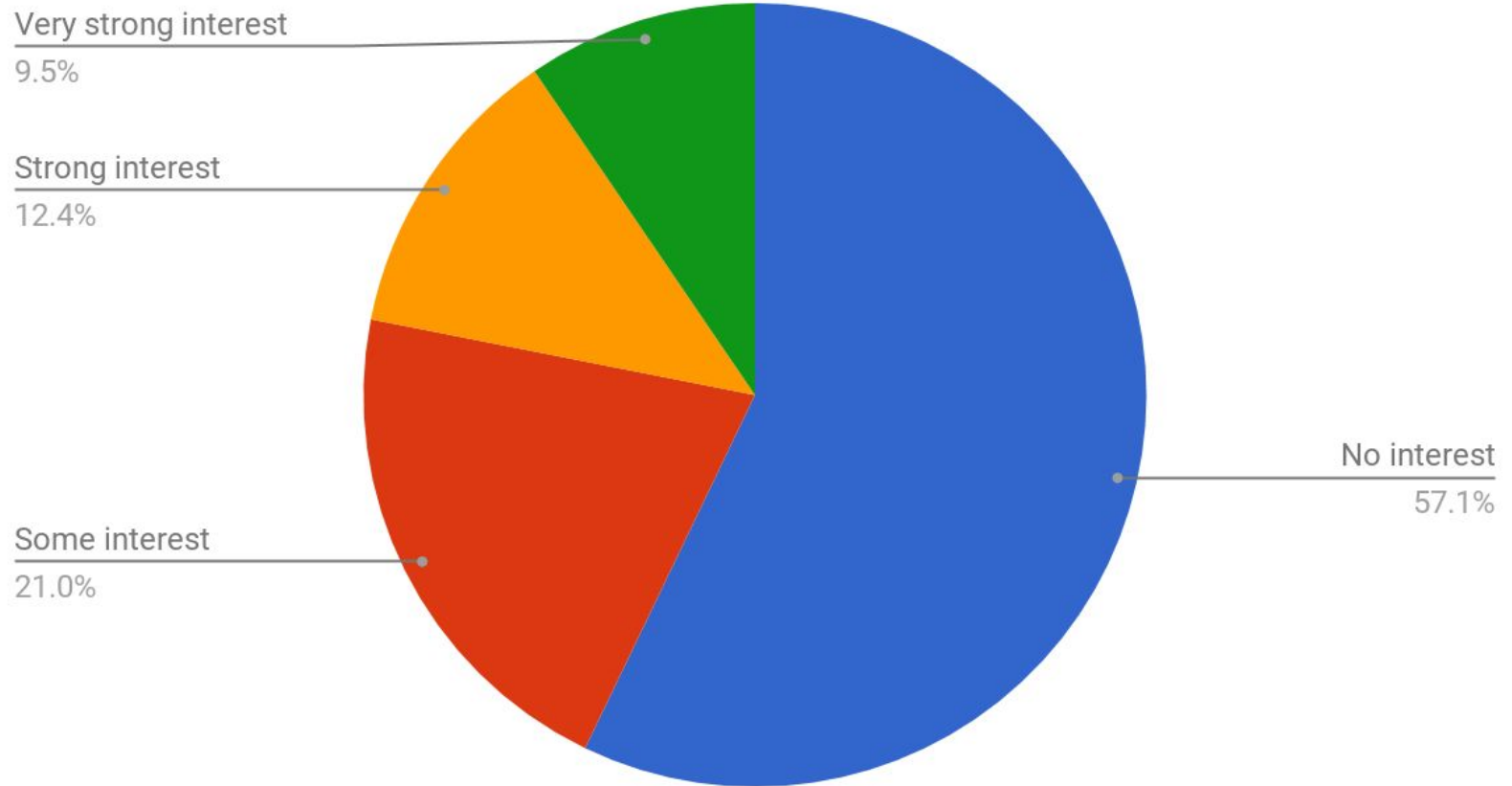
Strong interest
6.9%

Some interest
33.7%

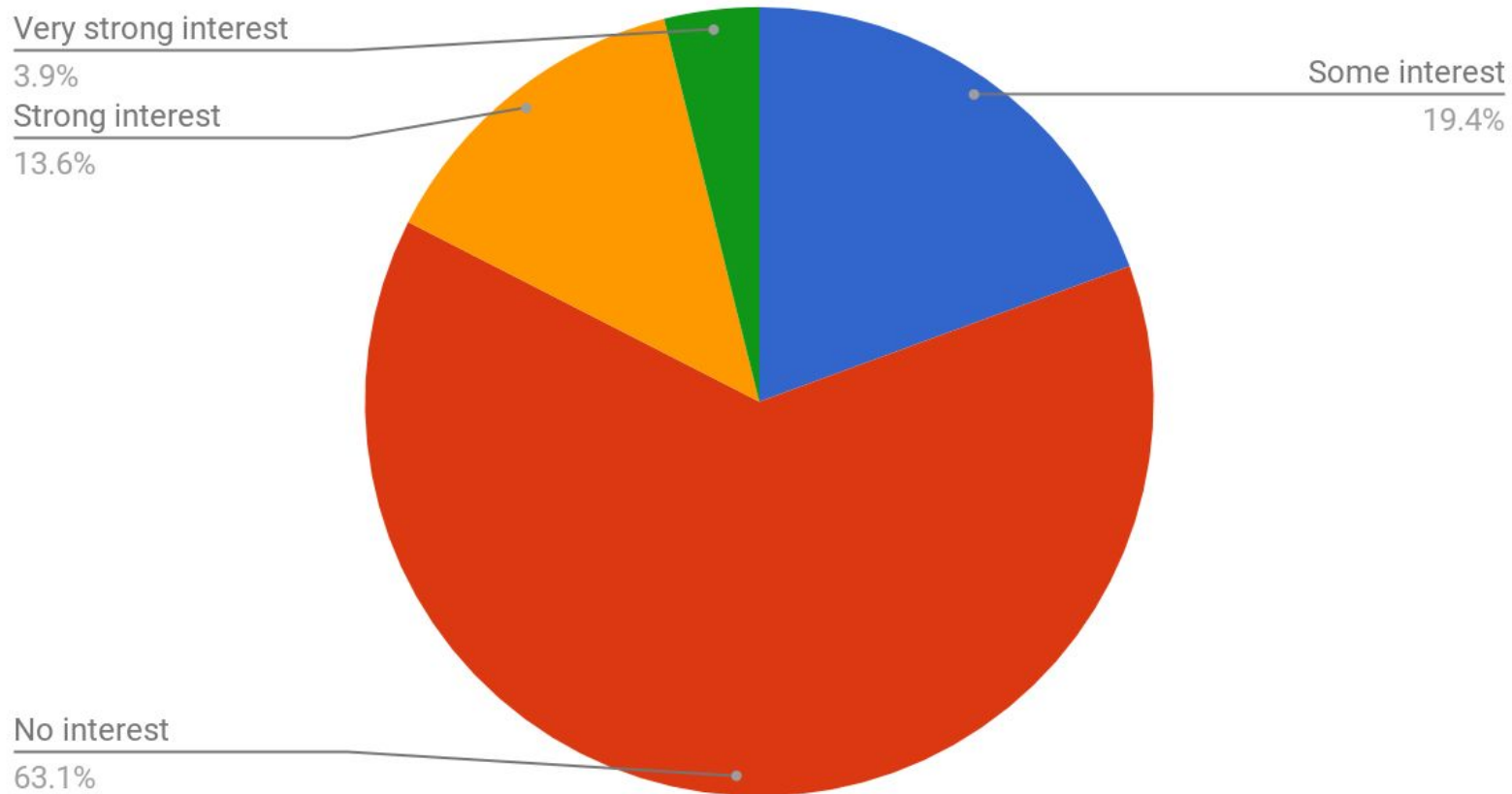
No interest
57.4%



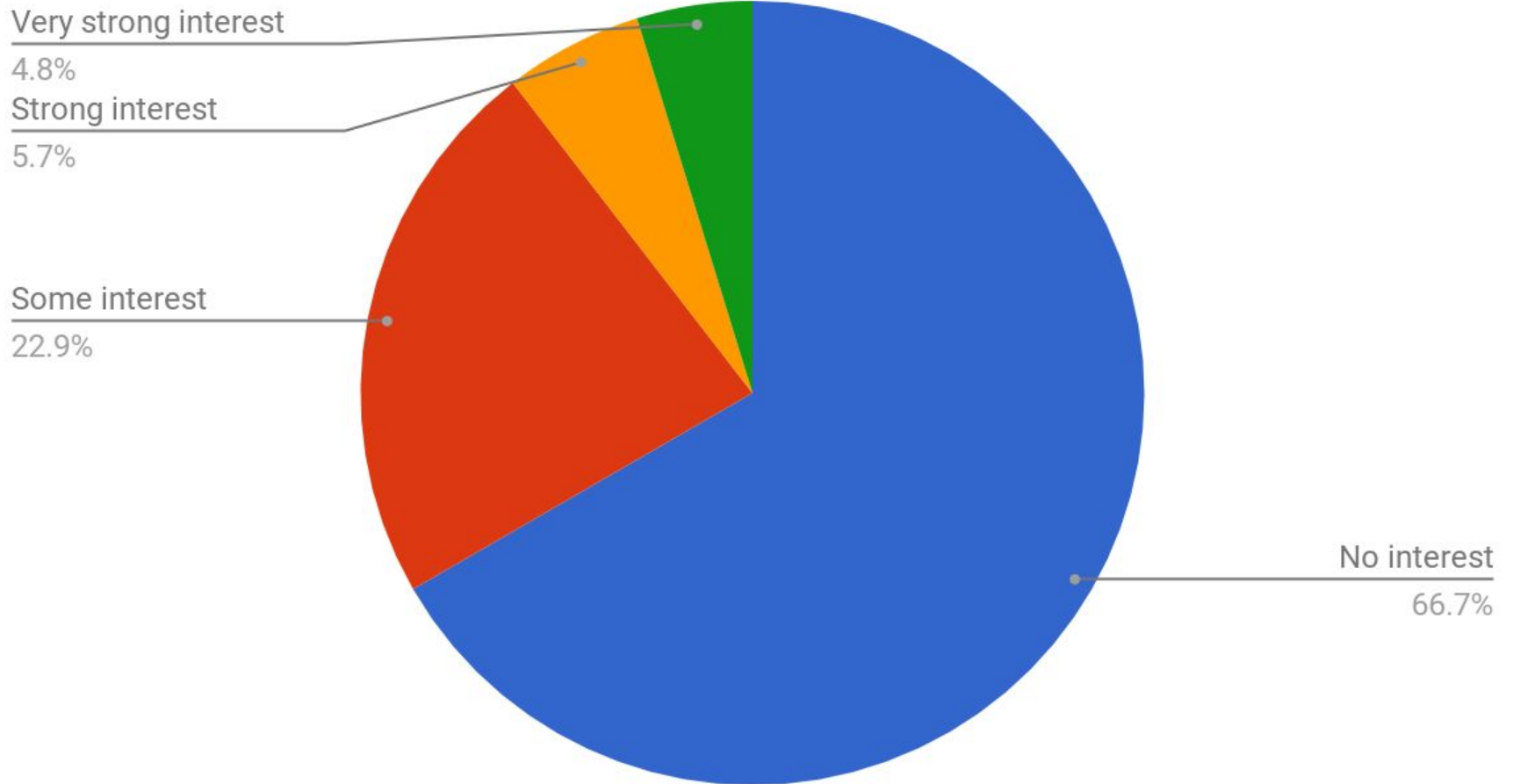
Paddle Tennis



Organized Bike Rides



Pickleball



Frisbee Golf

Very strong interest

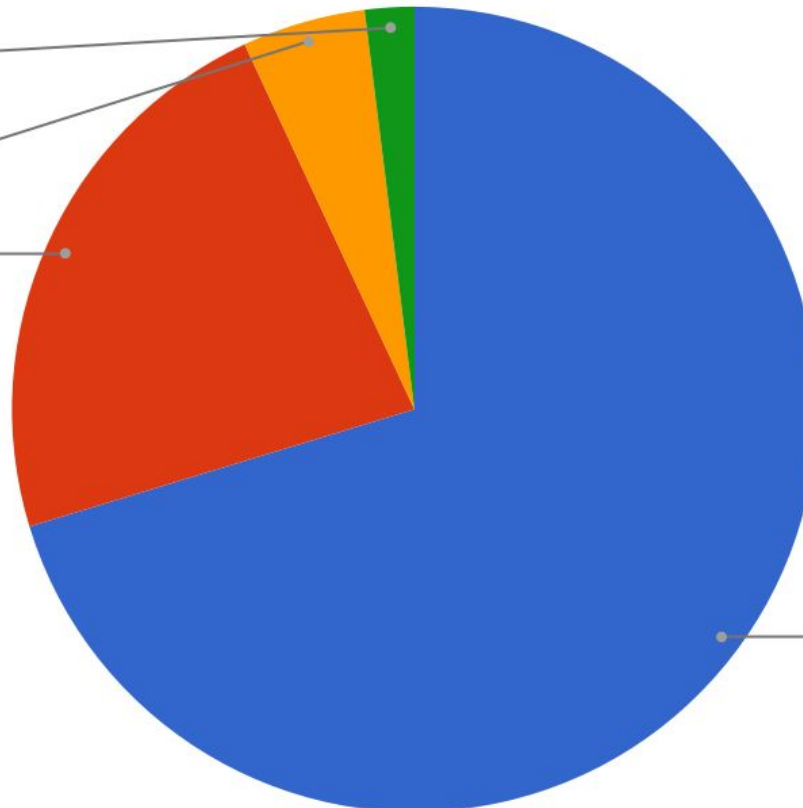
2.0%

Strong interest

5.0%

Some interest

22.8%



No interest

70.3%

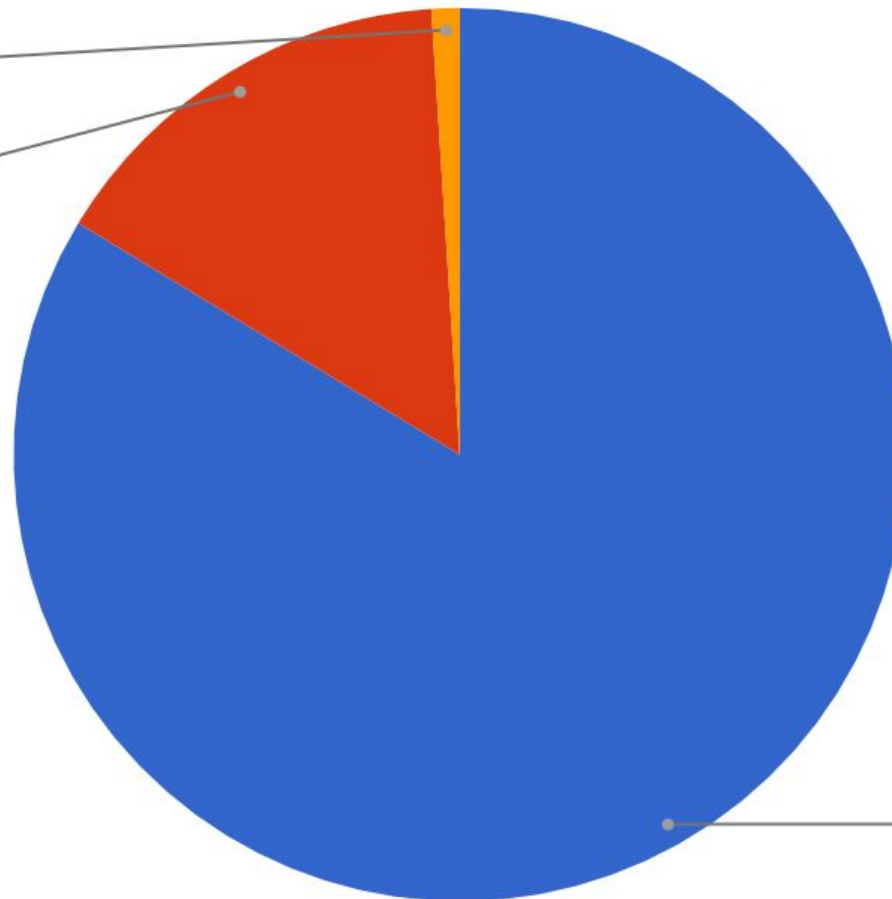
Ultimate Frisbee

Strong interest

1.0%

Some interest

15.3%



No interest

83.7%

Please describe new sporting experiences that you would like to see at MVCC.

- Disc Golf
 - Yoga and fitness classes would be a nice addition to MCVV.
 - Fitness make the most sense.
 - Encouraging more play with pre-1934 hickory shafted golf clubs.
 - Can't think of any.
 - Pool
 - Aerobics and line dancing; Keizer machines in the kids building or expansion
 - Maybe more social events surrounding sports such as croquet, bocce
badminton
 - Just not interested - golf is all I need or want
 - Not sure
 - A double sided backboard wall for tennis
 - I'm all set unless we could do some hiking and/or biking.
 - no new sports
-

Please describe new sporting experiences that you would like to see at MVCC.

- I personally see no need to expand our choices, but if people are willing to pay for more options, OK
 - Install a 4 x 9 (standard) pool table in other building.....put table tennis on top.
 - An in-door winter facility would be wonderful.
 - None
 - Paddle tennis is great winter fun, Pickleball doesn't require great skill and has the potential to draw in many people, but can you play it on a clay court? Not sure the wiffle type of ball would bounce much.
 - Yoga
 - Member guest golf tournament
 - Low maintenance .
-

Please describe new sporting experiences that you would like to see at MVCC.

- Eventually paddle tennis for winter and shoulder seasons - Initially, easy to implement and low cost activities that do not cost money and foster community like hiking and biking trips.
 - none
 - Fitness classes excellent idea to then make use of courts more possible
 - My kids would probably be more interested in the pickleball and frisbee activities than I am... They love that stuff! If we were around in the fall, I'd be more interested in paddle. We have it here in DC and love it. A proper croquet lawn would not only be fun for everyone, but great for our older members. My mother has been a serious player for over 25 years, and playing daily/tournaments keeps her happy, young and strong at age 88.
 - Only a sport / experience that will bring in new members.
-

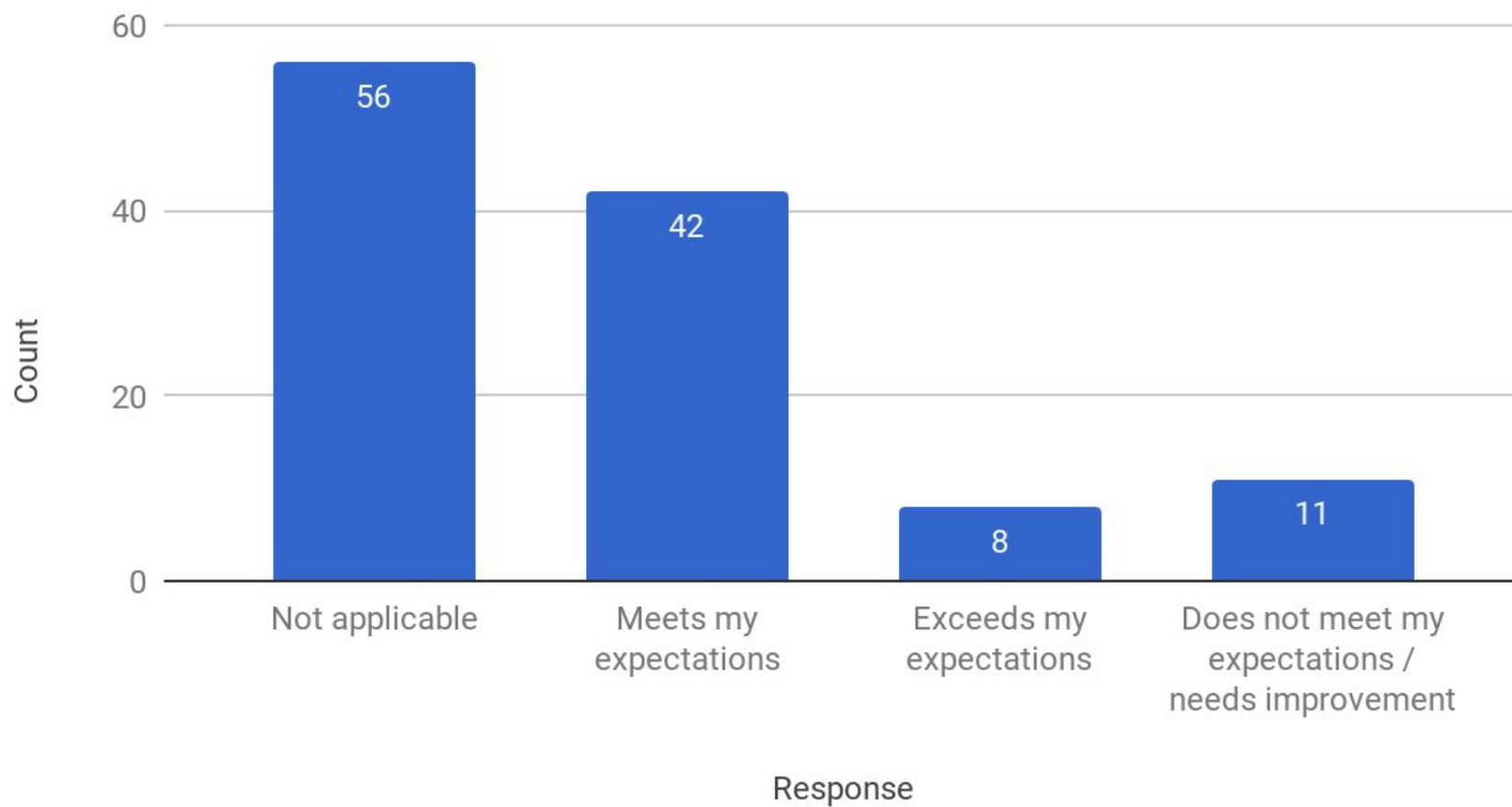
Please describe new sporting experiences that you would like to see at MVCC.

- Pickle ball has become a more popular sport. Having a pickle ball court at MVCC is difficult because a clay court cannot be used as a pickle ball court. It needs to be a hard surface. And it can be quite expensive to have a temporary or portable pickle ball court surface. If the Club wanted to go this route a portable pickle ball court could be placed over the existing area where the old backboard and basketball court where for years. Also, I would add a basketball hoop to the list of possible additions. In the 1970's and well into the 80's there was a basketball hoop in the area of the old backboard below court 1. It was used a lot during that time period.
 - Currently satisfied with what is offered
 - I am OK with what we have.
 - Pickleball is exploding all over New England. I am quite confident that having a couple pickleball courts would increase membership
-

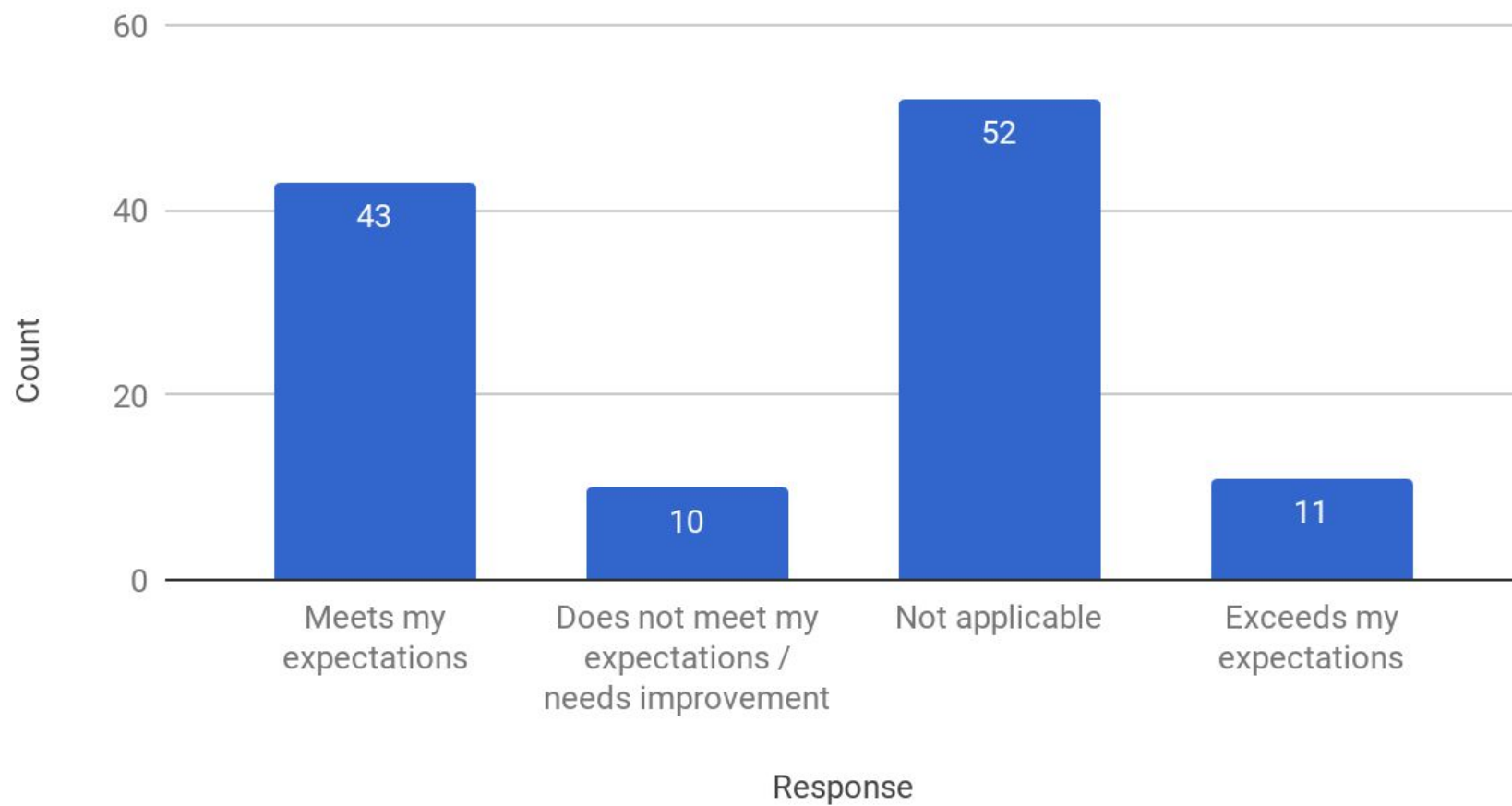


Social Programs Quality

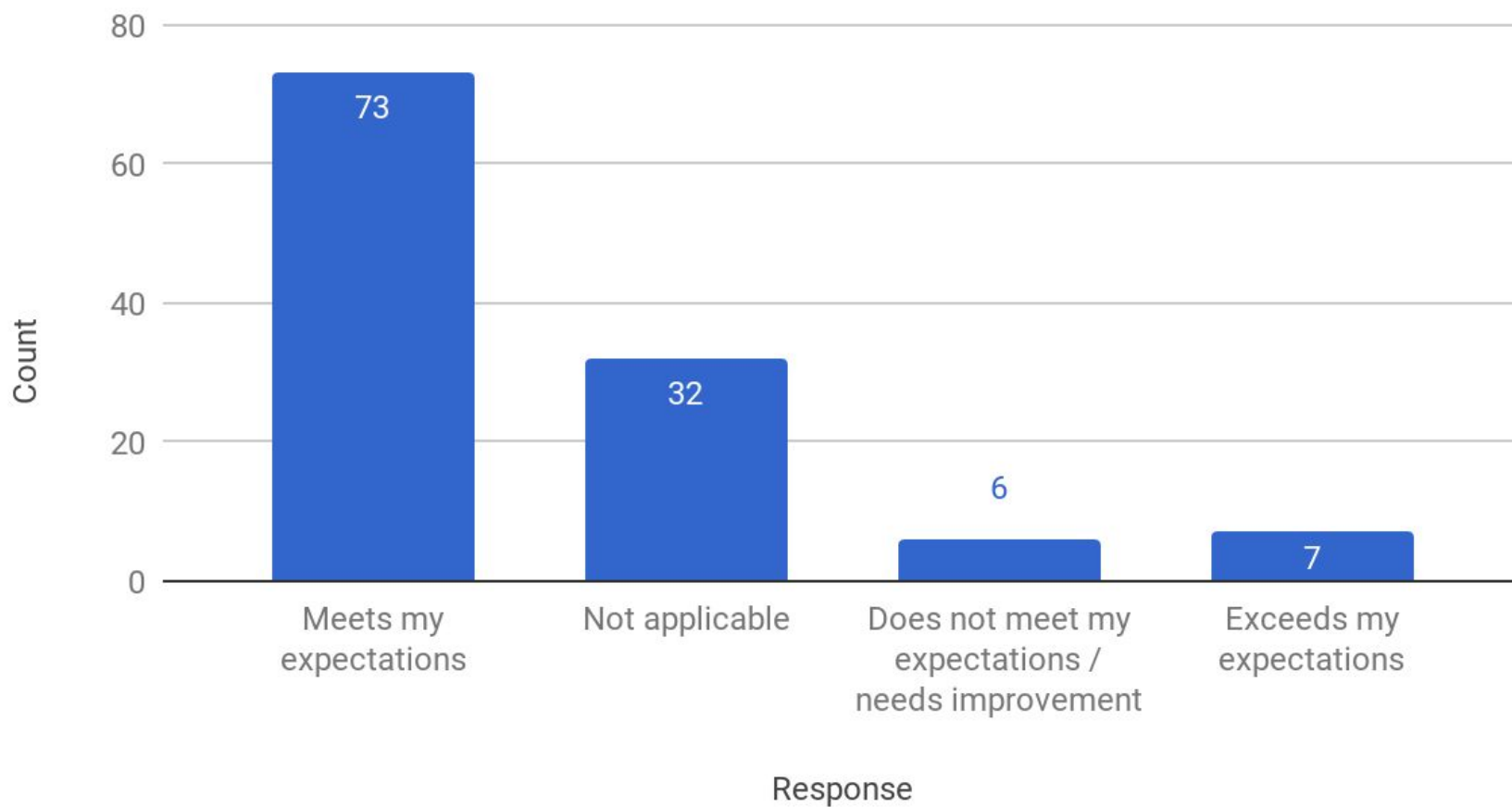
Social - Catered Dinners



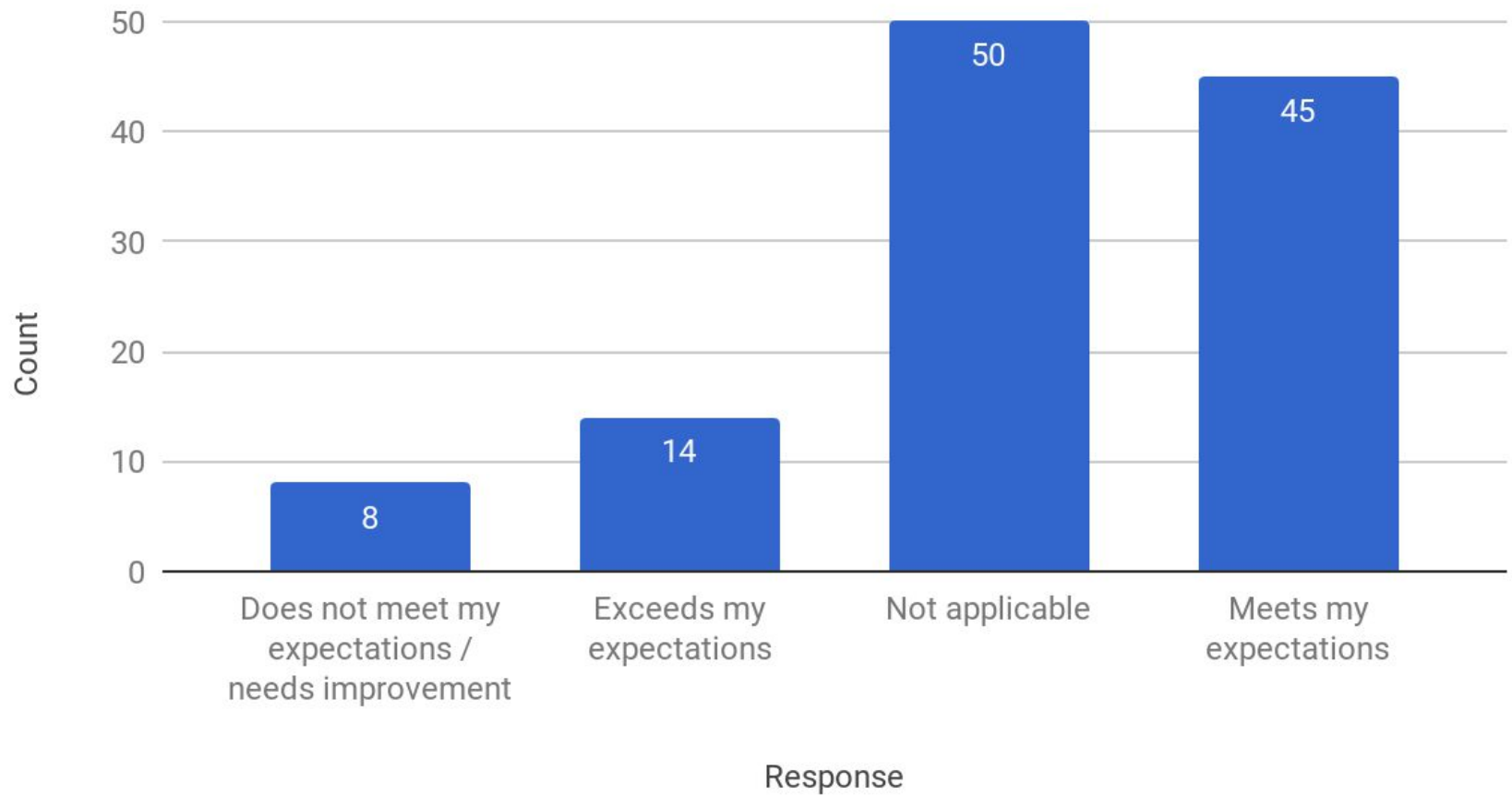
Social - Food Trucks



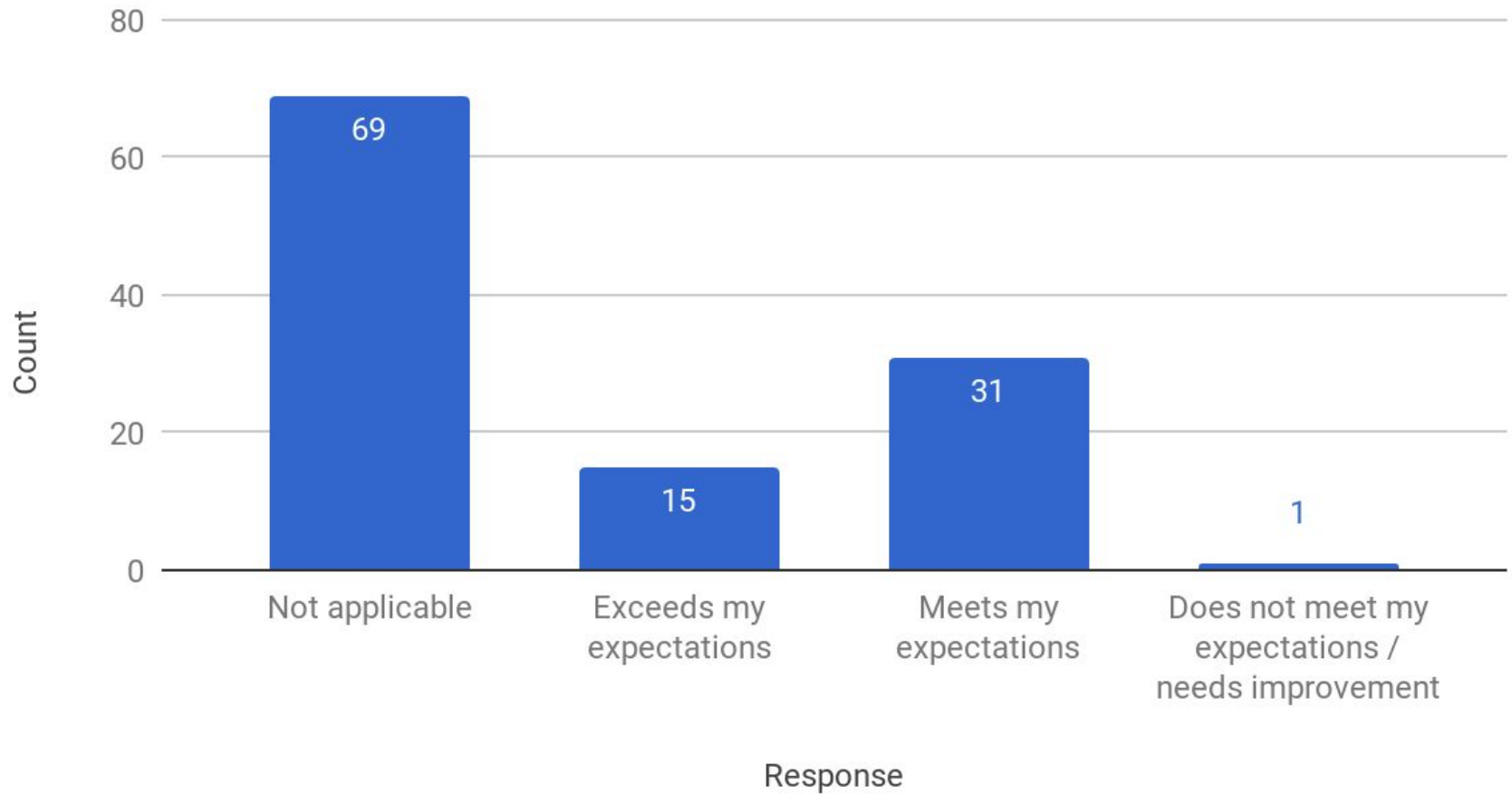
Social - Potlucks / Picnics



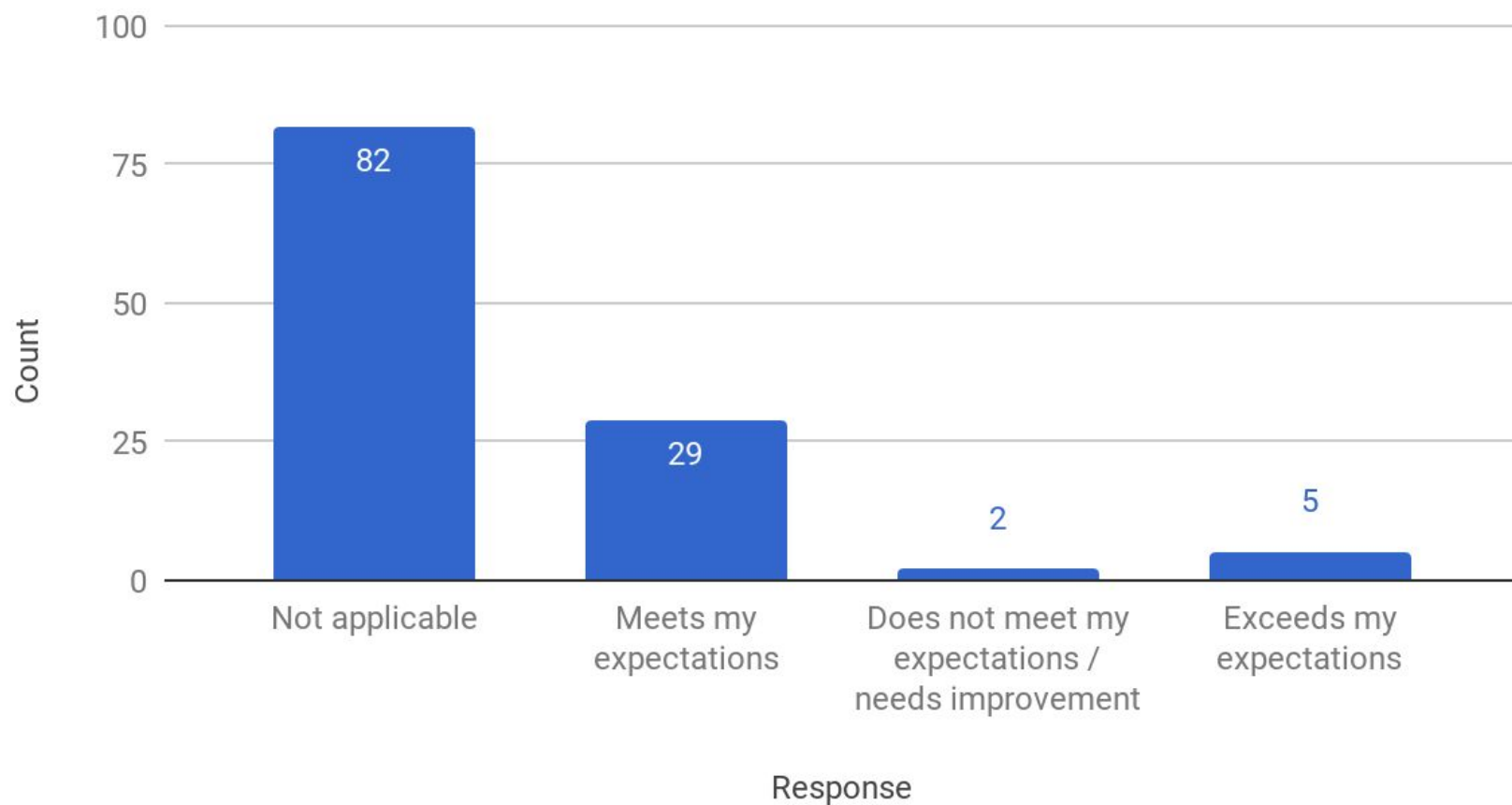
Social - Ladies' Night / Mens' Night



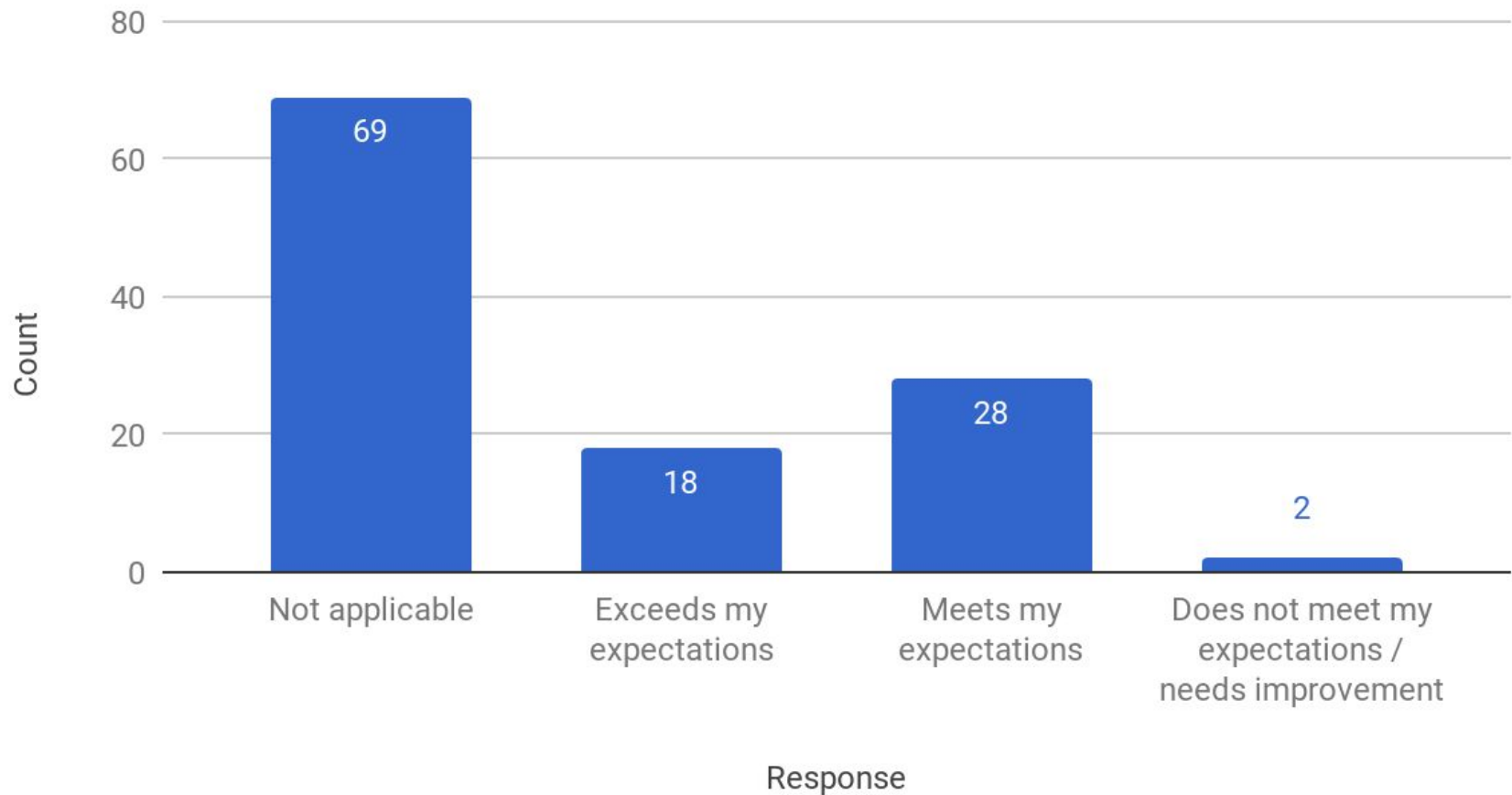
Social - Trivia Night



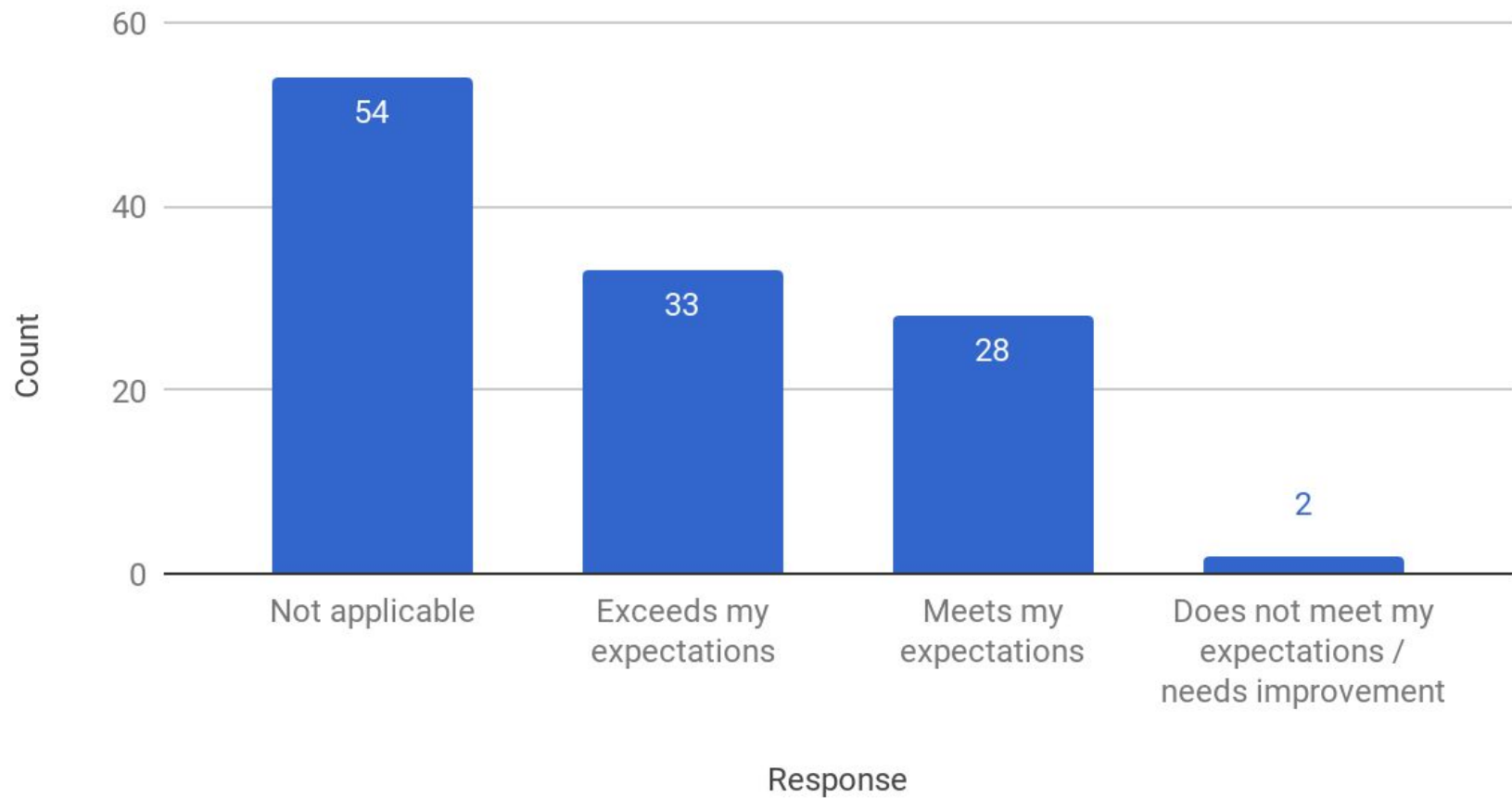
Social - Kids' Night



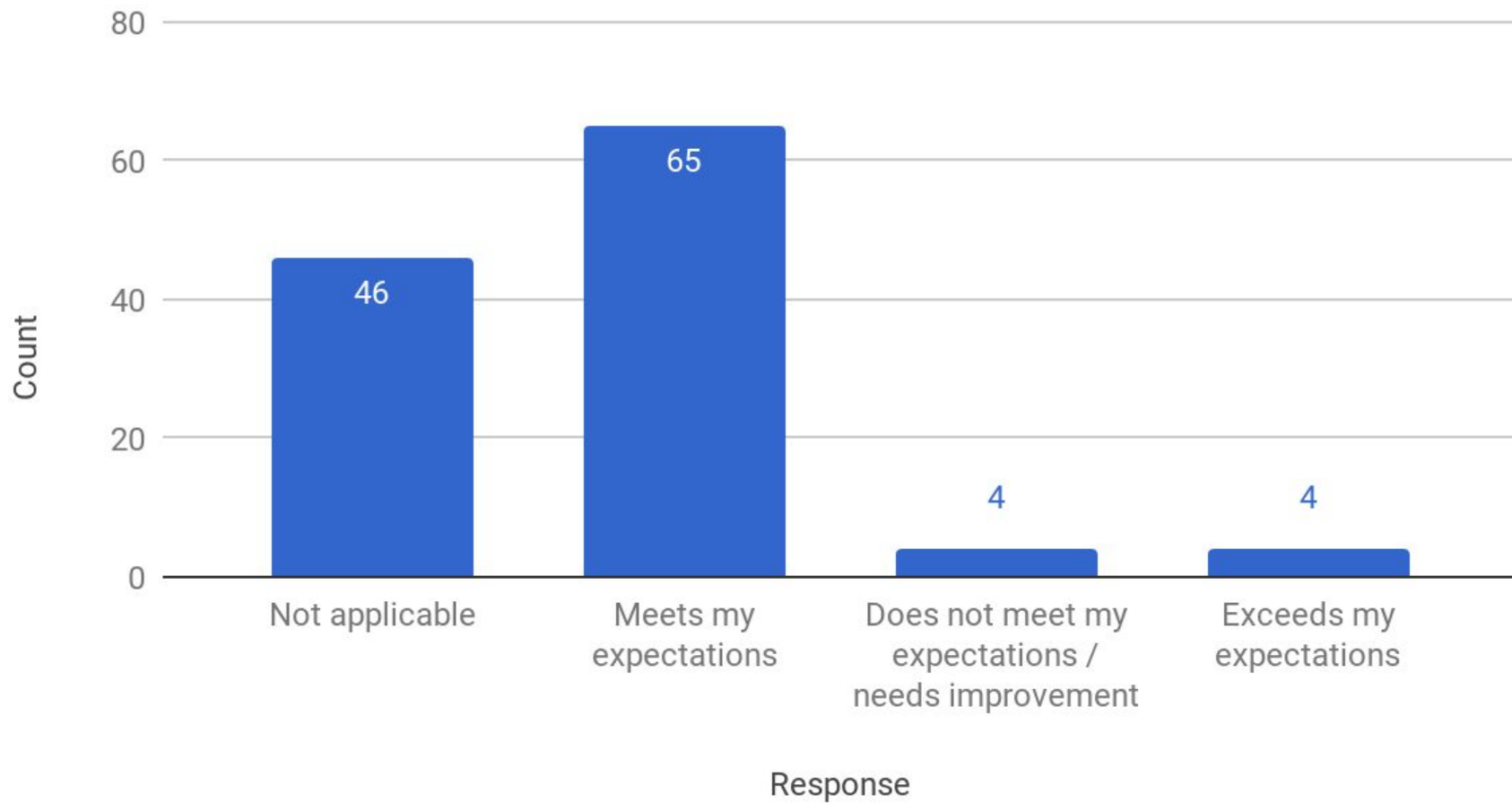
Social - Throw Down



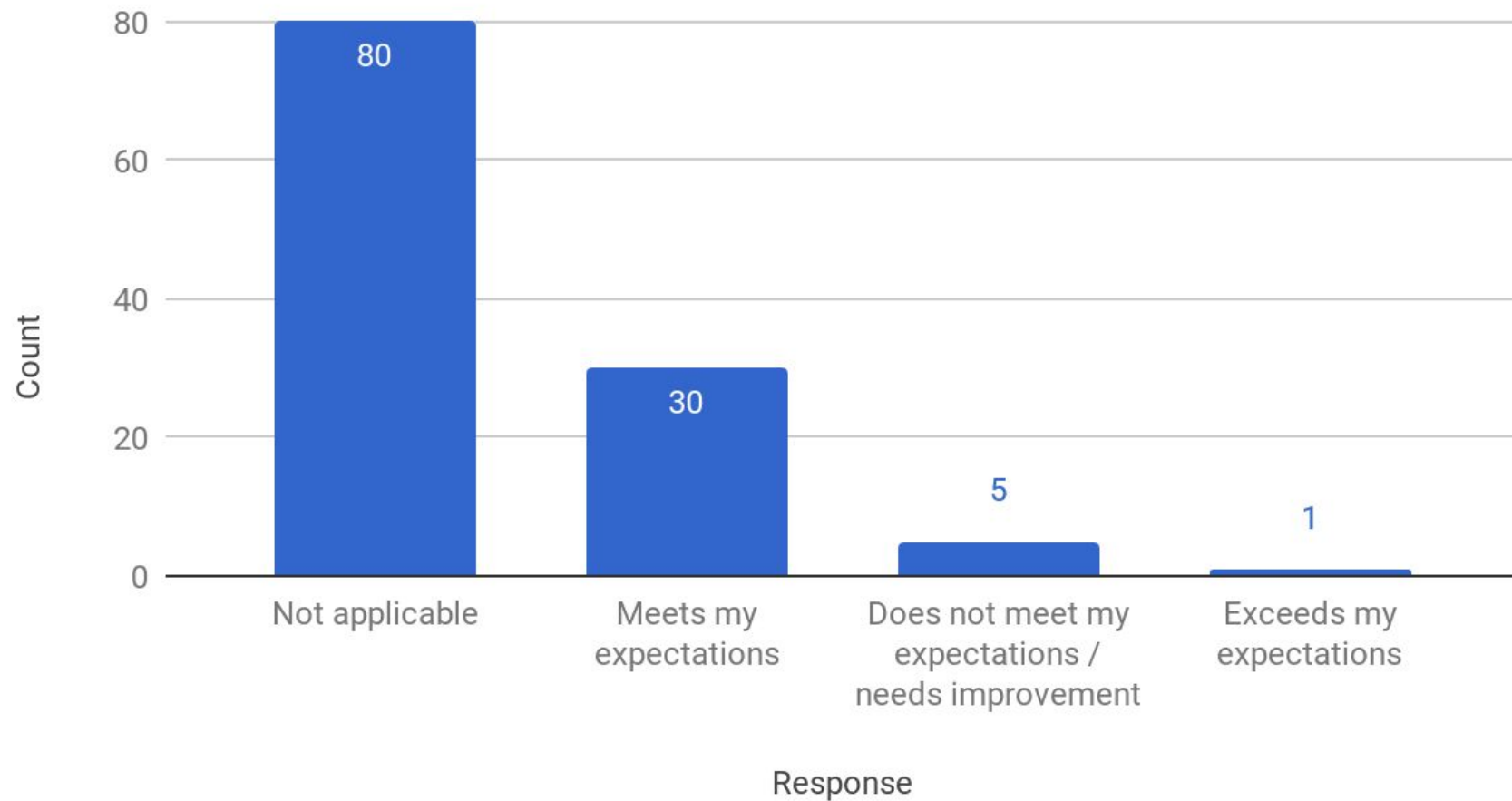
Social - Lobster Bake



Social - Happy Hour Mixers



Social - Other activities (Bridge, Mah Jongg)



Please comment on the quality of current social activities at MVCC.

- Might want to try Cribbage
 - We need the club to have a lunch deli.
 - Just fine.
 - Happy with it, especially kids night
 - Hard work for volunteers-maybe overly ambitious. Catered dinners may not be necessary.
 - right for me
 - Good fun. A little more would be good.
 - Members have put on these events with great care and appropriateness
 - I feel the social activities are very successful and enjoyed by those who attend.
 - Love them. Sometimes with all going on in a short period of time it is hard to do it all.
-

Please comment on the quality of current social activities at MVCC.

- As the spouse of a golfing member I don't feel that my social member dues provide much value to me. Most social functions require a additional cost to me.
 - The few that we attend, we enjoy.
 - A wonderful variety - well planned, not a lot of money - great volunteers
 - The food trucks are fun. We don't attend most of the special dinners or other social events.
 - They are great and provide opportunities to meet other members
 - When I can attend, the activities are very good.
 - Bring back bridge! Many of the social events are mid week, and we are not always there for these events
 - Social events seem to be generally well organized, it's just that given the pattern of our visitors, we can't attend too many Club functions.
-

Please comment on the quality of current social activities at MVCC.

- The Club does a great job trying to get the members engaged in activities. Scheduling for some of us can be a challenge.
 - Don't use
 - I personally don't care much about the social options. If there is interest and people will volunteer their time to organize such, that's great.
 - Excellent
 - Not very active participant, but when I do go it's great
 - The over-80 lunch is the only thing I get free for my money.
 - Excellent
 - Sorry not to participate in these, but we live a distance from the club, so it's not so practical to come back for a social event after a morning of tennis/golf.
 - Excellent
-

Please comment on the quality of current social activities at MVCC.

- Our Social Committee does a terrific job but We need to continue to recruit members to organize and host new events so that we remain fresh, attractive and relevant
 - Great. Hope to see more attendance. Also, 2 events per year where we can invite guests to foster new membership,
 - don't participate
 - Not clear to me what needs to be done
 - We didn't make it to as many events as we wanted because we were only in Greensboro a few weeks last summer, but loved all we attended.
 - As all are run by (often the same set of volunteers), I commend to high quality of every event.
 - The quality of the current social activities is good, well run and inclusive.
-

Please comment on the quality of current social activities at MVCC.

- I suggest a return to having what was call (for some reason) the Annual Tea. This tradition ended about four or so years ago. It was a picnic in mid-August at which during the picnic awards for golf and tennis were given out. I would urge more events like picnics, food truck, etc. than sit down dinners inside the club house. But both are fine since each might appeal to different members. But the picnic/food truck formate always folks to come and leave more on their schedule that a set sit-down dinner, and thus might increase attendance because it more flexible.
- Seem to be good, i have regrettably been unavailable for the majority of the activities.
- Weekend warrior at this point in time and haven't participated in many of the social events

→

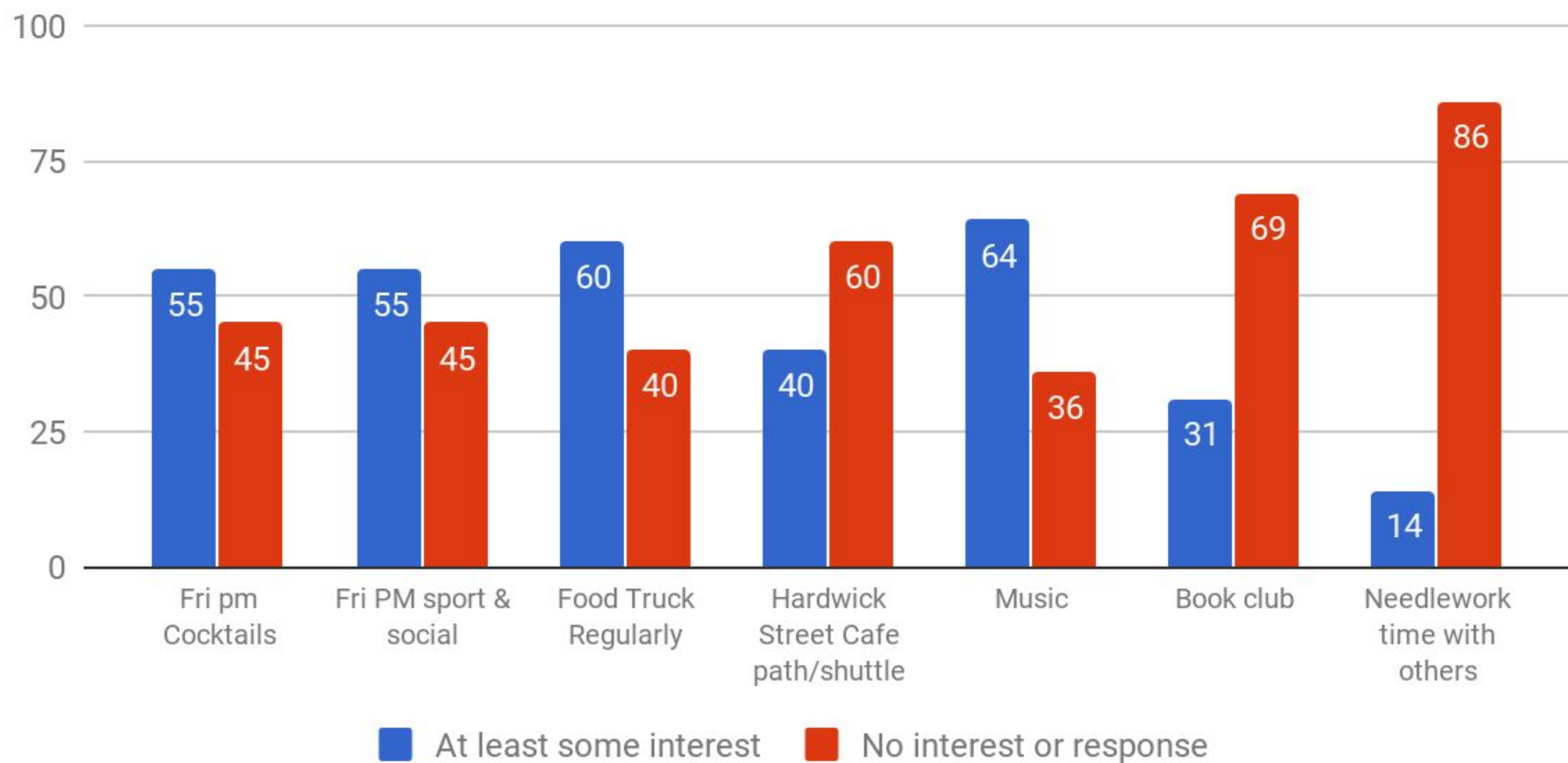
Please comment on the quality of current social activities at MVCC.

- Happy with quality
 - I only participate in a few, but they are very good.
 - I did not know there were happy hour mixers. It would be nice if these and the food truck evenings were on a set day every week throughout the whole summer.
-



Expansion of Social Activities

Should MVCC expand social programs? If so, what should be considered?



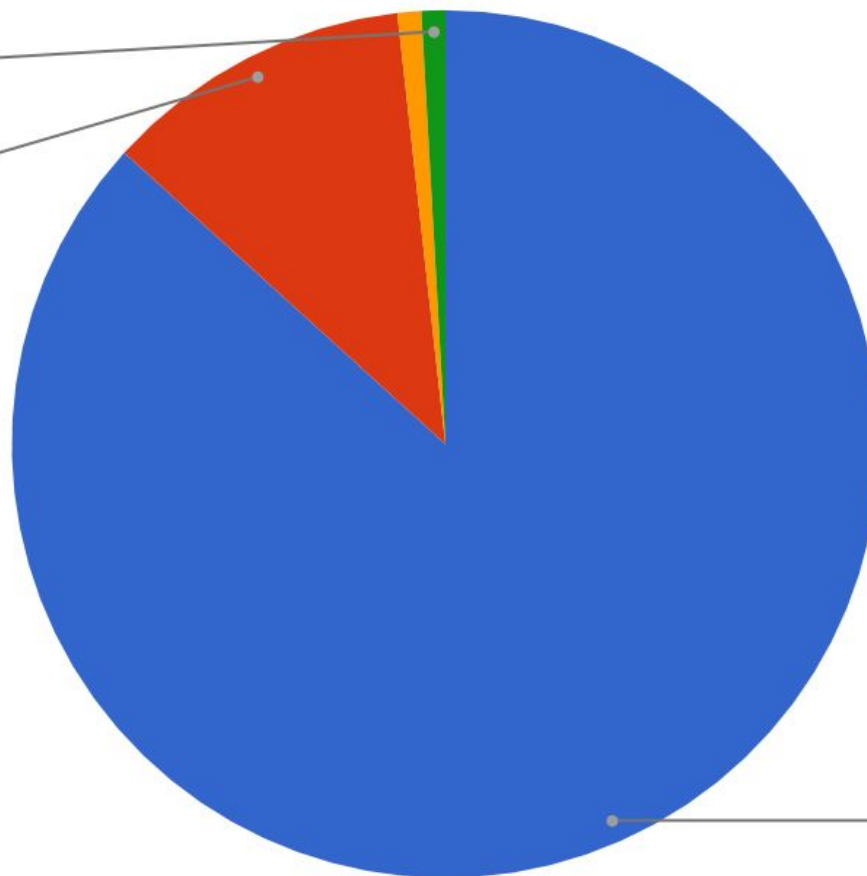
Needlework time with others

Strong interest

0.9%

Some interest

11.5%



No interest

86.7%

Book club

Strong interest

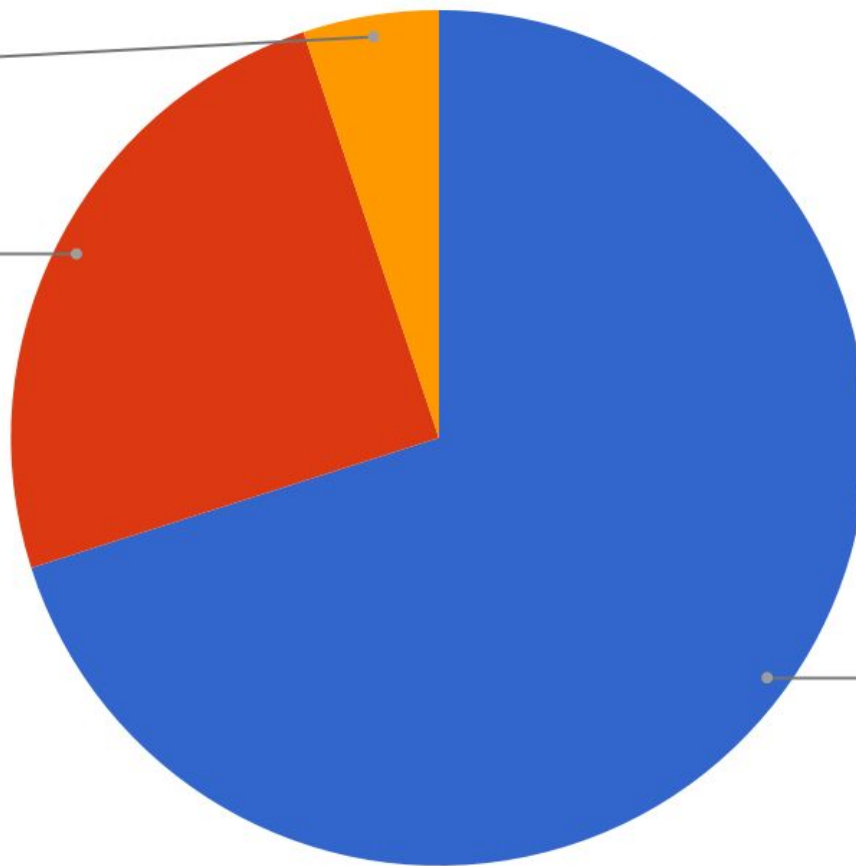
5.1%

Some interest

24.8%

No interest

70.1%



Music

Very strong interest

2.5%

Strong interest

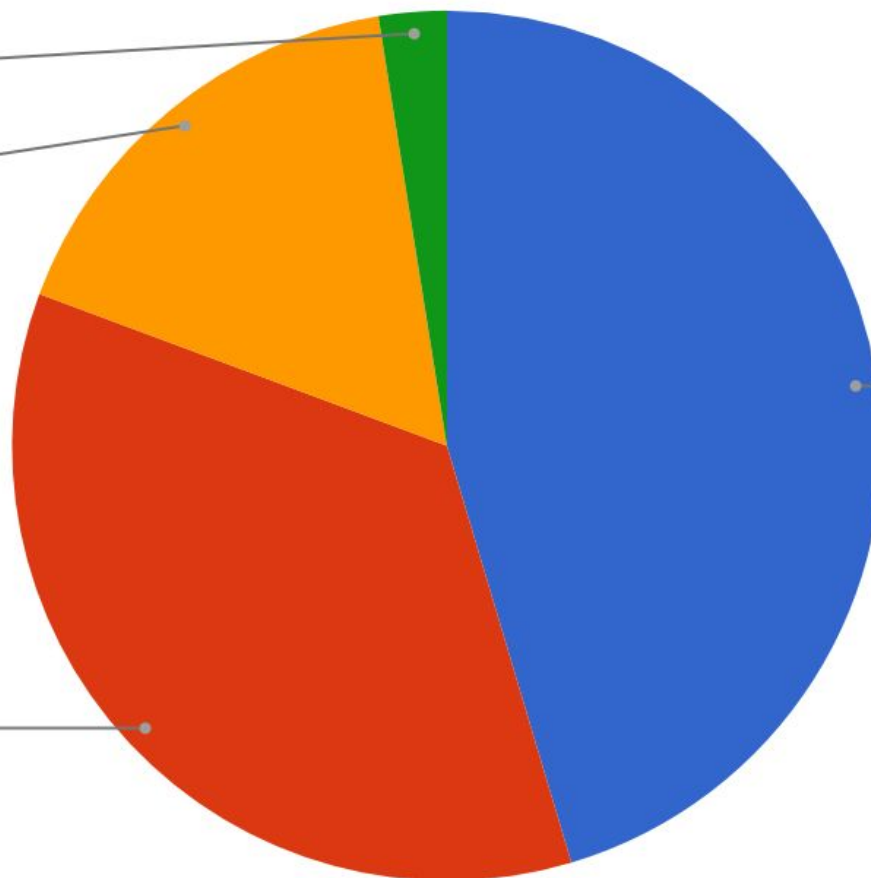
16.8%

No interest

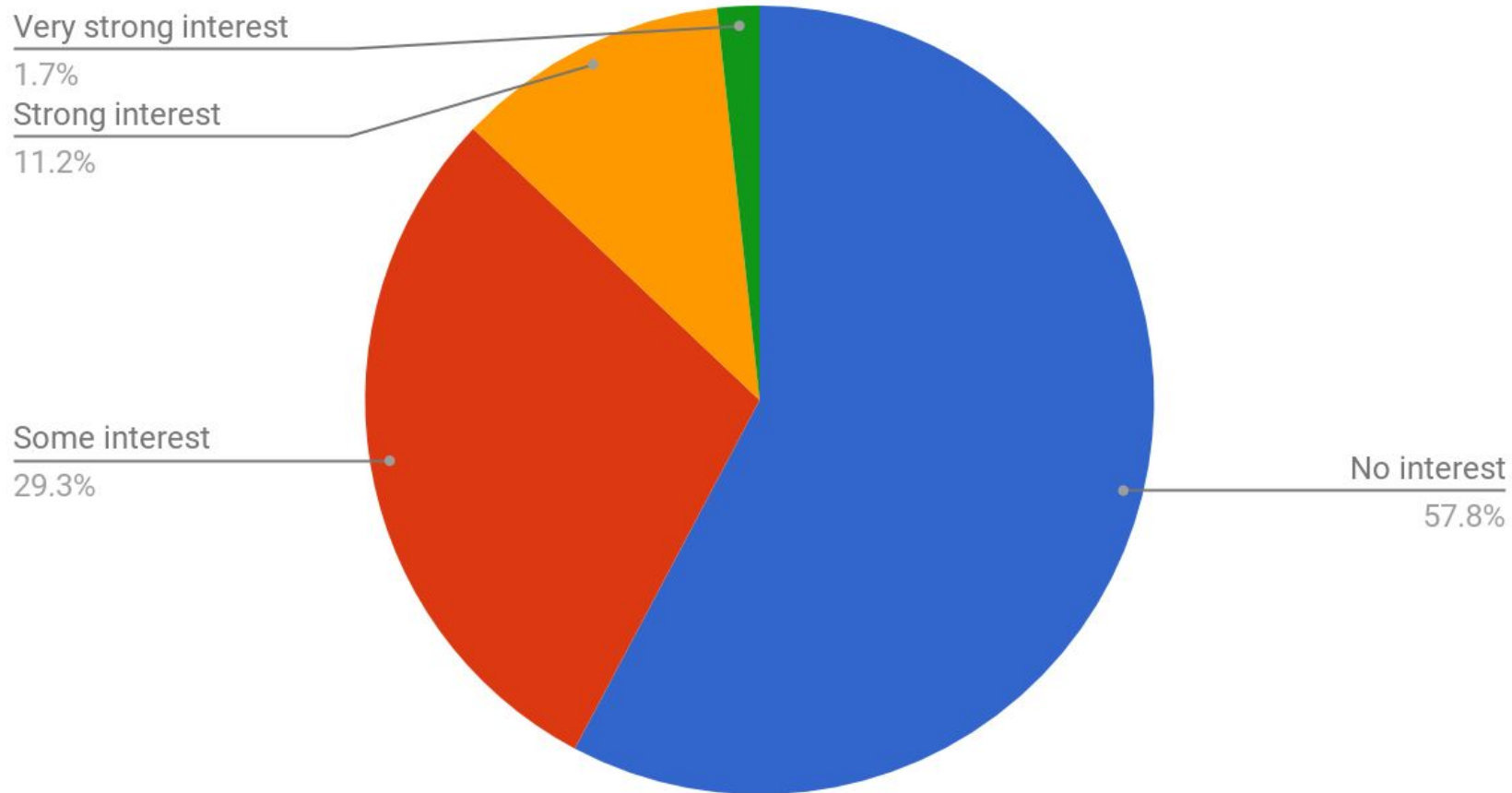
35.3%

Some interest

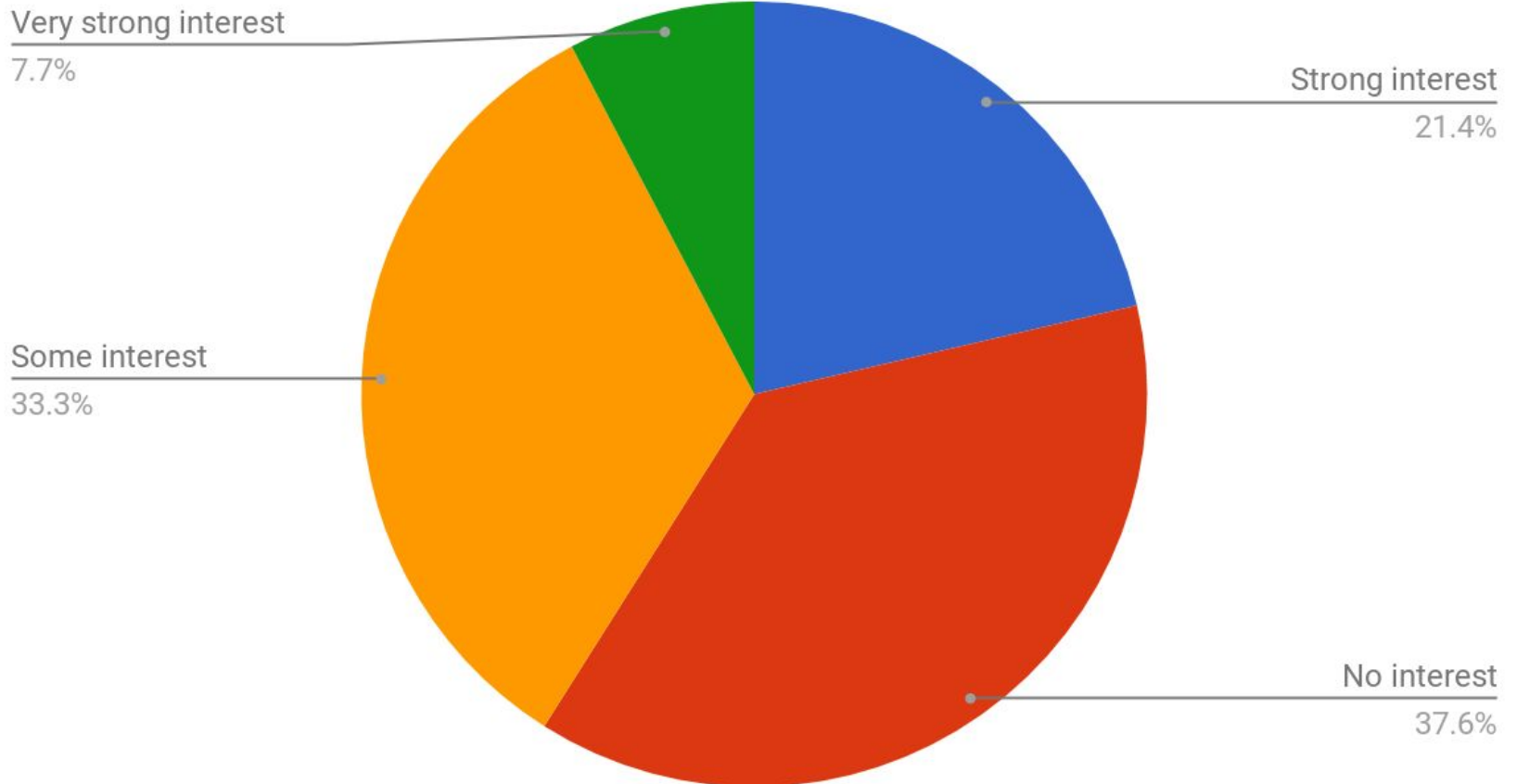
45.4%



Walking Path / Golf cart shuttle to Hardwick Street Cafe



Food truck on site regularly



Friday PM golf/tennis & Social

Very strong interest

8.6%

Strong interest

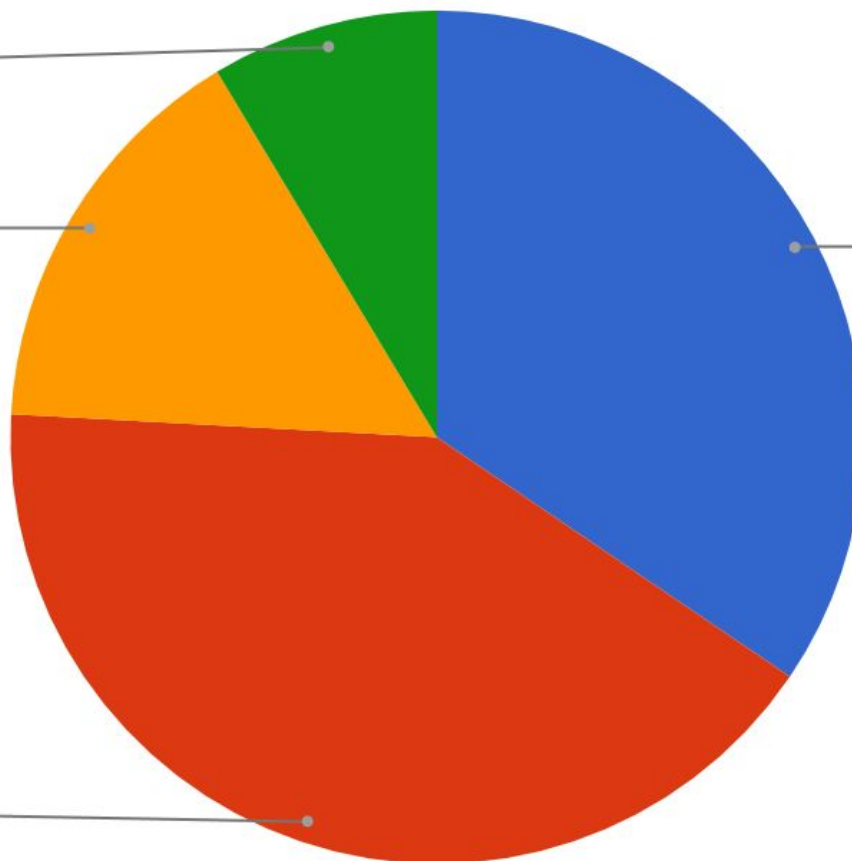
15.5%

No interest

41.4%

Some interest

34.5%



Friday Night Cocktails

Very strong interest

6.1%

Strong interest

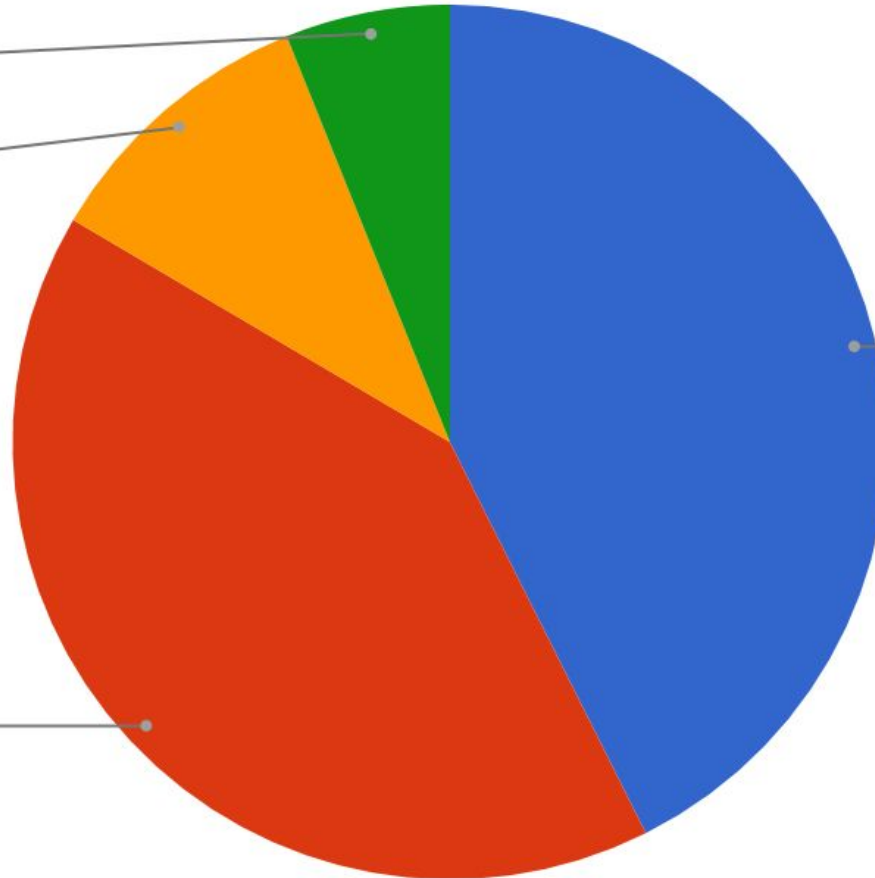
10.4%

Some interest

40.9%

No interest

42.6%



Please share your ideas for new or enhanced social activities at MVCC.

- None I can think of right now, the above list seems good.
 - Lunch deli on sight!!!!
 - Paddle tennis!!
 - My own feeling is the joy of the club has always been in the golf and tennis activities which it offers. Efforts to organize social activities which are often dependent on recruiting volunteers have been less successful.
 - Sandwiches & bar
 - Given our current membership I think it would be a string to offer more activities
 - I feel as though the current offerings are just fine.
-

Please share your ideas for new or enhanced social activities at MVCC.

- I think we should try to emulate the type of experience which is kids night - frequent, predictable, on a specific night, friendly, casual, easy to access...the Friday night social type of event seems ideal. But catered dinners have, I believe, run their course unless we are willing to charge more for a better product. The food trucks seem to be at the correct price point for our membership.
 - Perhaps a few, regular mid-week events
 - Couples Twilight Golf + Cocktails
 - not interested
 - I didn't like being REQUIRED to answer the last few questions about social activities. I wanted to leave those questions unanswered - grumpy old guy
 - No additional ideas
-

Please share your ideas for new or enhanced social activities at MVCC.

- I wish I had good ideas that would serve the entire membership, but I don't. For my own purposes, the private golf games and beer & chips on the porch afterwards have been a huge success.
 - None
 - Schedule makes it difficult to take advantage of presently offered social activities
 - I will be announcing our new Friday night events in my Spring President's letter, due out in May
 - Given all volunteer, lean toward fewer volunteer-intensive events and more "turnkey" events like food truck.
 - none
 - I believe trivia night is going away. Wish we could find someone to take over.
-



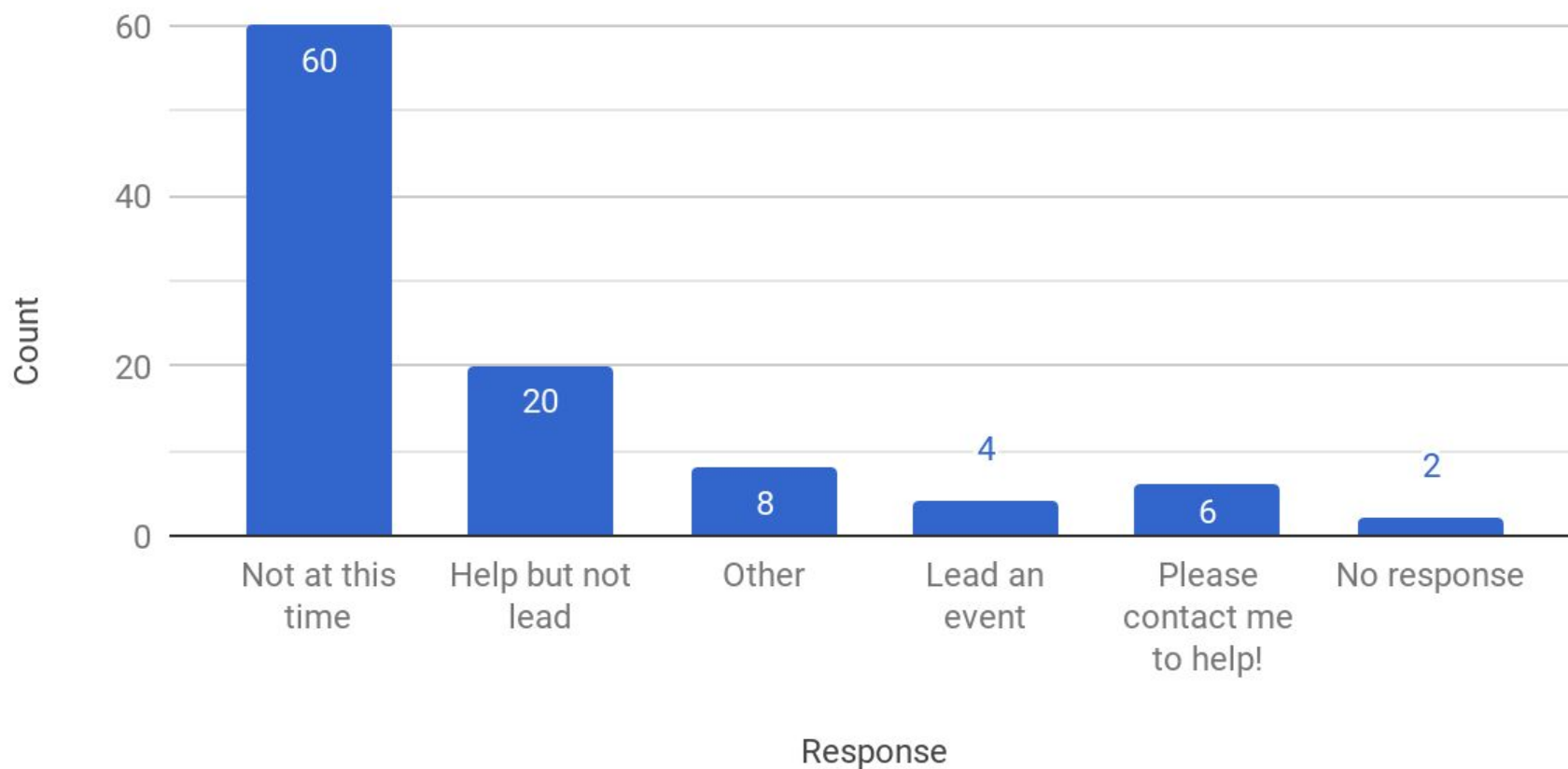
Please share your ideas for new or enhanced social activities at MVCC.

- I'm OK with the current level and would just like to participate more.
 - Need lunch service -sandwiches, soups, drinks on regular season basis; find concessionaire
 - Love the golf scramble on Thursday mornings however can only attend a couple times a year. Would love to see something like this on weekends so weekend warrior members could attend
 - Get beer and wine license.
 - It would be nice to have regular social events at the club throughout the week (not only on Fridays) throughout the summer.
-

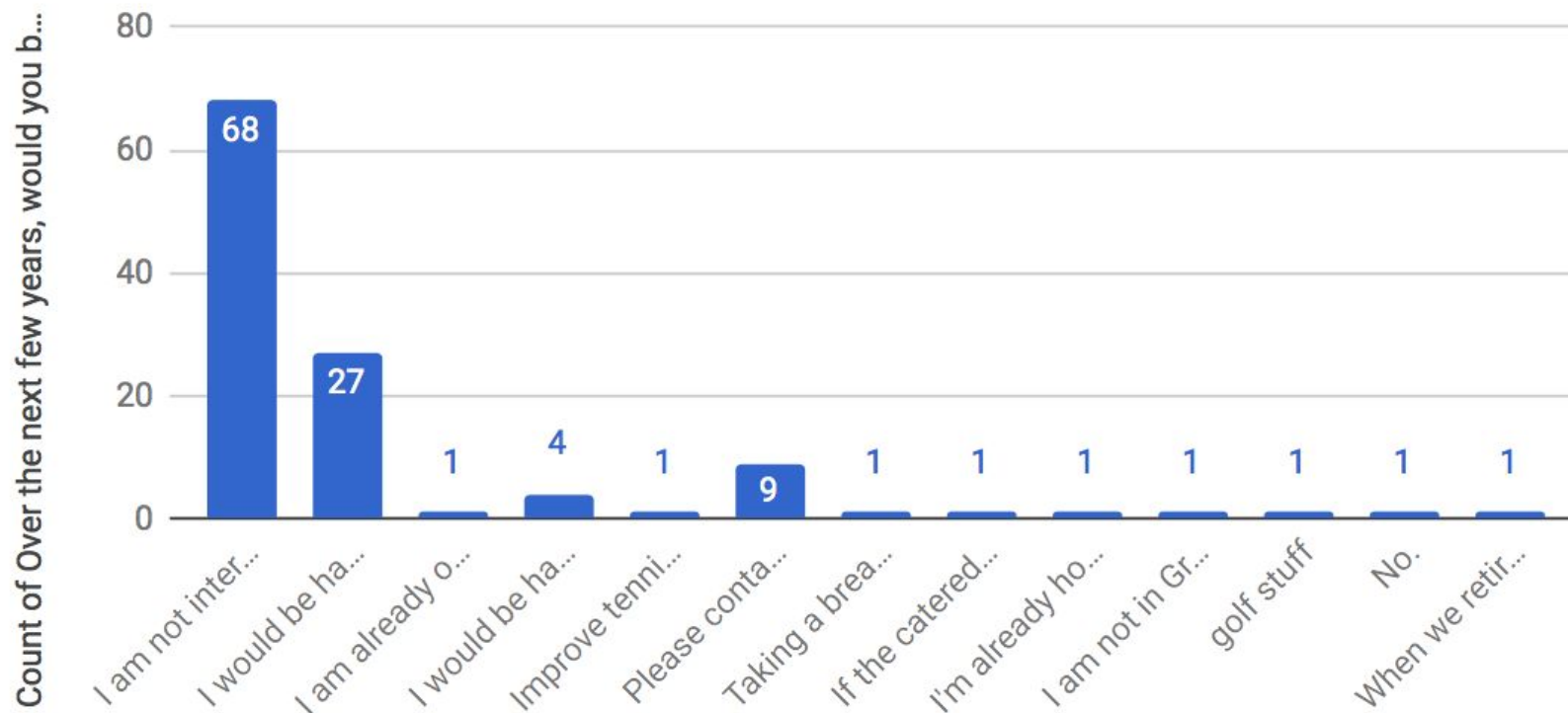


Interest in Volunteering with Social Events

Over the next few years, would you be interested in hosting or assisting with social events?



Count of Over the next few years, would you be interested in hosting or assisting with social events?

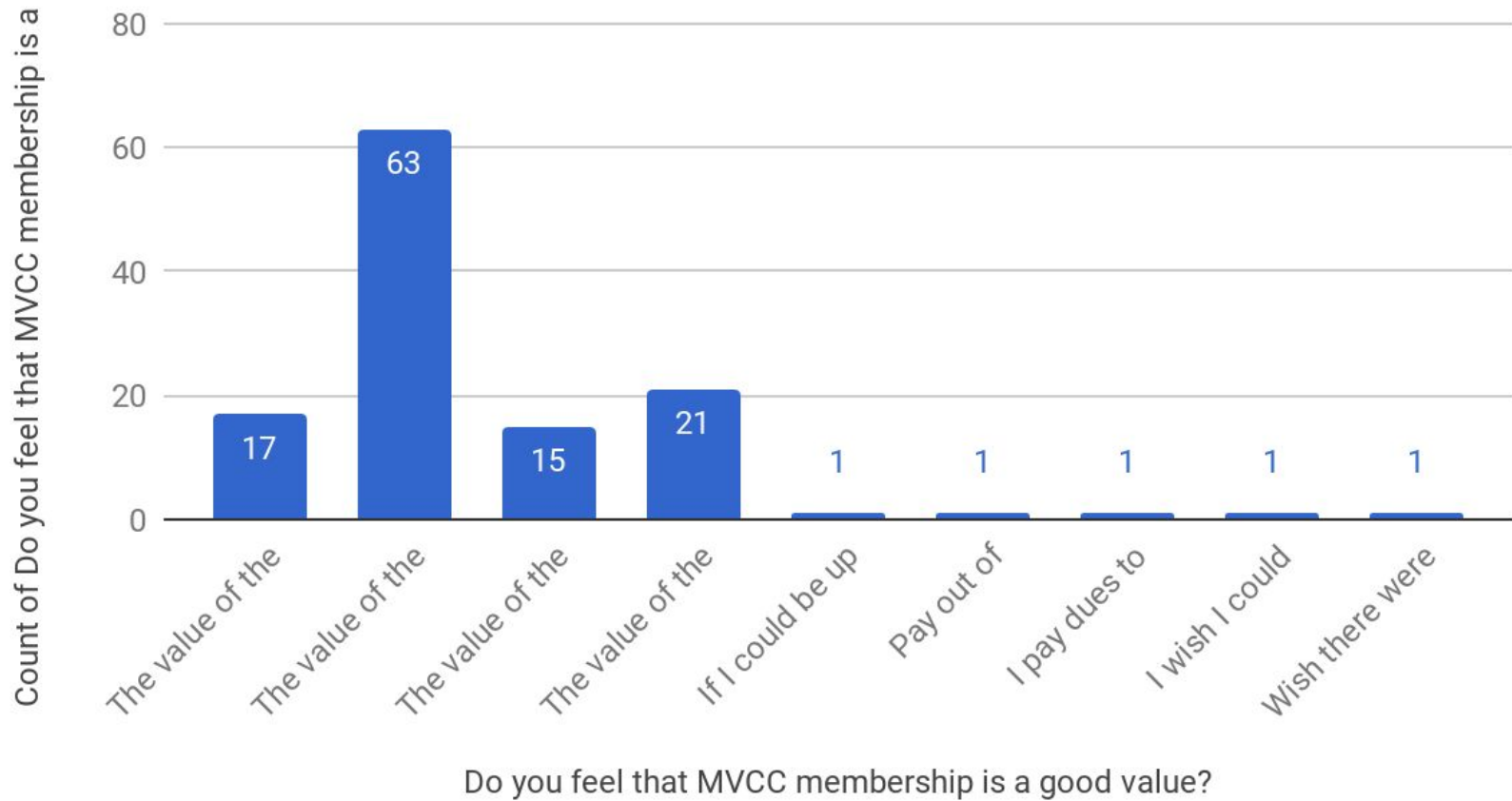


Over the next few years, would you be interested in hosting or assisting with social events?



Membership Value

Count of Do you feel that MVCC membership is a good value?



“Other” responses

“Do you feel that MVCC membership is a good value?”

- If I could be up in Greensboro more often, the cost would be fine.
 - Pay out of respect for the past
 - I pay dues to keep the club going for others.
 - I wish I could spend enough time in Greensboro to justify the cost.
-

Please comment on the cost vs value of MVCC membership?

- Other local clubs are half the price, 18 holes, have carts and a bar/food
- I am willing to pay the amount as I feel MVCC is an integral part of Gboro for me
- Given the quality of the golf course it is an expensive luxury for me.
- I currently am unable to use the club but maintain my membership for the future. So the cost is relatively high short term, but my family has been there a long time and it is worth it to me.
- I really can't afford to pay more, but it is a huge bang for the buck!
- Value depends on spending most of the summer; problematic for 1-2 weeks
- I believe the cost of membership is a good value.
- I don't play enough to justify being a member. Last year I played once so it cost me \$700 a round. This year I will play less than 10 times unless I am able to get up there more often. This will be my last year as a member unless other types of membership packages are offered
-

Please comment on the cost vs value of MVCC membership?

- For those who can take advantage of MVCC's golf and tennis , the value in dollars of MVCC membership far exceed the costs members are currently being asked to pay.
 - I say this only because we are seasonal residents and don't have the opportunity to use MVCC much so what we pay is way more than our usage justifies. But we do enjoy the club so we are continuing our membership. I don't think it is too high for someone who uses it more frequently.
-

Please comment on the cost vs value of MVCC membership?

- Well, for many years I have been a member but only use the club when I have my turn at the cottage (2 or 3 weeks). This has always been my choice. I want to support the club even though my use is less than others who may be in Greensboro for most of the summer. However, my sport of interest is tennis. I think it could be improved in several important ways: a greater effort to encourage tournament participation and help with team / partner formation is needed. A ladder could be developed along with a list of player (with level of play and availability) could be posted or place on the web site; Round Robbins are usually well attended, but the better players on the cub never participate. Why? Sunday mornings at 10:00 may not be the best time. Perhaps some new ideas for how to match up plays is needed. One way of having a new approach and trying new formats and getting more participation in tournaments or match play is to have these things organized and initiated by the tennis pro as part of his / her job. It is entirely volunteer organized now, and usually by the same people year after year. New ideas are needed to make tennis participation easier for played who do not have a social network of partners / opponents for good ability level matchup. Just some thoughts.
-

Please comment on the cost vs value of MVCC membership?

- It's a good deal
- Bargain of the century
- Given the amount of time I/we use the membership (2 months), I think cost vs value is fair.
- Extremely expensive given the amount of time I can spend in Greensboro. I'll probably drop membership soon.
- Being from Boston and a much more expensive club I find it to be a good value.
- Most events ie Ladies Night cost extra
- Right now I'm spending a lot for the few games of tennis I can play per summer. Wish there were another payment option rather than an all-or-nothing membership. Hope I'll have more time in Greensboro in the future, so it will make \$\$ sense to continue my membership.

Please comment on the cost vs value of MVCC membership?

- Best bargain around if one is around over the summer which I am.
 - This is a really great place and the cost is less than most of the clubs I am aware of outside VT. I think it is a very good value for the community
 - Again, I cannot be in Greensboro for the whole summer.
 - I feel that I get my money's worth, but I am finding my adult kids are having a tough time with the scheduling of their time (babies, etc.) and don't have a good cost/value ratio.
 - I will always love MVCC no matter what I pay, however, I do feel that the experience no longer exceeds or far exceeds the cost I pay whereas it did a few years ago. The beauty of the Club is that it was truly a value for individuals and families alike. I fear that MVCC is heading in the direction of becoming a "country club" which I think would be a shame.
 - Please see my suggestion on lowering tennis guest fees.
-

Please comment on the cost vs value of MVCC membership?

- no comment
 - For one who lives here, the MVCC is a fabulous deal. But even when I didn't live here, the club was critically important and a great value.
 - Need to keep cost in line with value
 - For the limited time I allocate for playing golf, yearly increases in club dues will eventually cause me to discontinue my membership
 - The greatest value I receive from my MVCC membership is having a 'private' facility that includes a club house & activity like golf where I can meet and interact with my friends.
 - Low cost of MVCC makes it a far greater value than any other golf club!
 - I believe in supporting the club.
 - Bang for the buck is terrific!
-

Please comment on the cost vs value of MVCC membership?

- Cost of membership vastly exceeds the value for someone who is interested in maintaining the golf course in it's more or less original form. I see no need to pay for a golf pro and for expensive (to purchase and to maintain) golf course equipment. I derive no more pleasure from the golf course than I did when I was a junior golfer in the 1960's -- I loved it then, and the modernization of the course has not enhanced my golf experience.
 - We feel that the cost at this time fits our budget.
 - The cost is reasonable for someone who can spend 4 plus weeks in Greensboro but is hard to justify for a 2 week vacation.
 - While it is hard to justify the cost if calculated solely on the basis of the number of times we have a chance to use the Club, the availability of MVCC for personal and guest use adds great value to our time in Greensboro. Now that new enterprises are thriving in the area, it would be my hope that new year around residents would appreciate the unique value of the Club to the Greensboro community and provide increased participation and support.
- Thanks.
-

Please comment on the cost vs value of MVCC membership?

- It seems expensive to play golf
 - Cost is fair and consistent with value received; compares favorably with "competitors"
 - Happy to support the club!
 - No equity in the dues structure
 - Value is less about the "math" and more about the overall importance of MVCC in my life. Rather than do the calculation on number of plays, compare life with and without MVCC.
 - its fine
 - The use of the club is entirely limited by my own limited time in Vermont, which im no way is a reflection on the club
 - We haven't utilized the Club that much in the past two years, but hope to be more active in the future.
-

Please comment on the cost vs value of MVCC membership?

- Cost keeps going up due to debt service. New club house was located in wrong place, not able to see tennis courts, Should expand to 13 holes.
 - Please keep the cost near where it is today. For a 2 to 3 month (use) season, it is priced about right. Concerned about 'affordability' during future retirement.
 - Realizing that this is a second club for many, i believe that the value of the club in the quality of the course, the excellent tennis courts, the varied and fun social events exceeds the cost of membership considerably.
 - I do not spend enough time to validate the annual membership cost. Have been considering canceling my membership for a couple years now and just paying for the couple times I play golf there annually
-

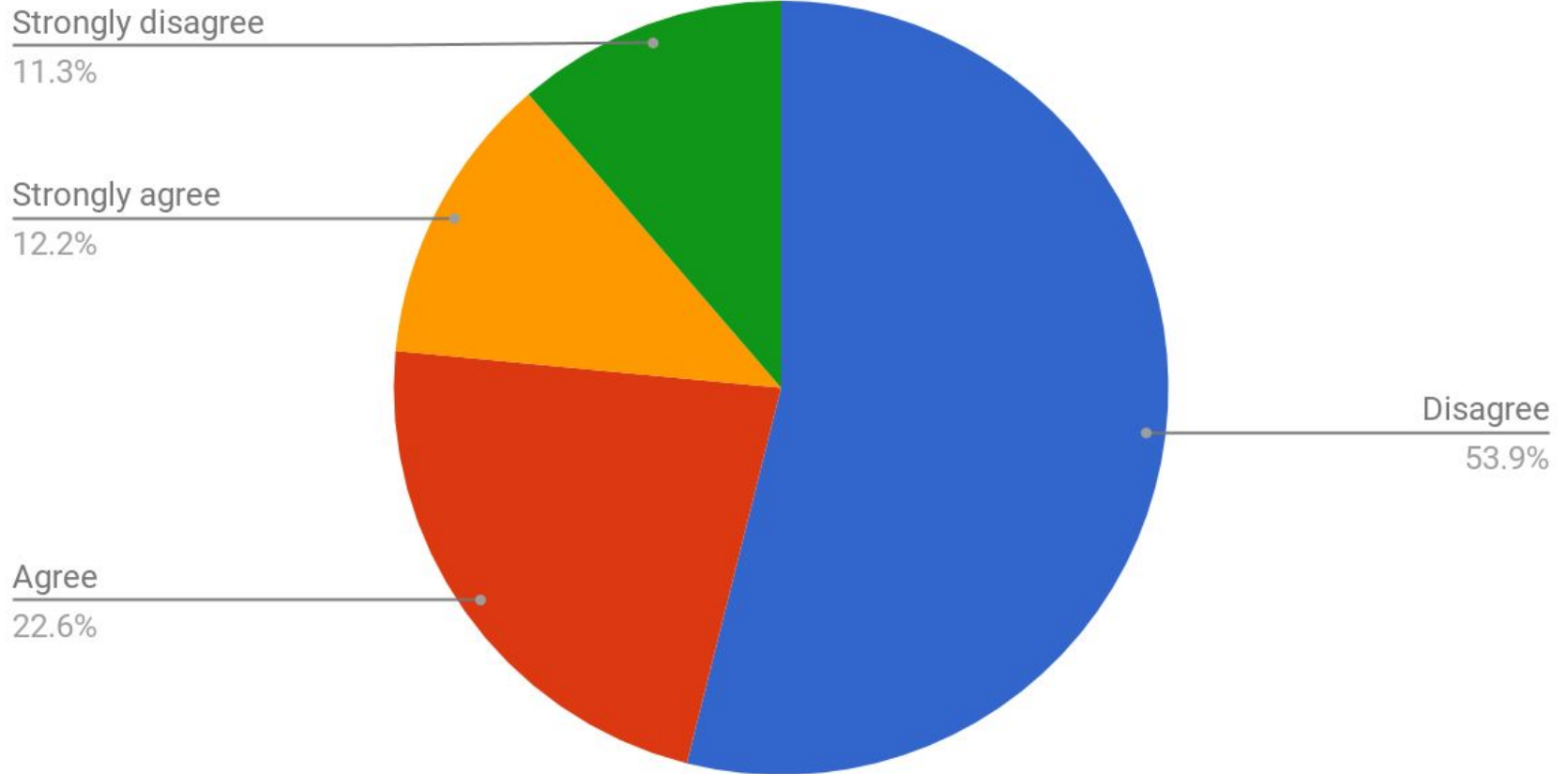
Please comment on the cost vs value of MVCC membership?

- I think it is priced fairly. If we can pay maintenance, staffing and reserves on a reasonable basis, great. Let's keep the cost reasonable.
 - To justify what we pay, we must see value in a sense of belonging,
 - a feeling for tradition, and community.
 - We do not live in the area full time so the expense is more than the practical value but we love the experience when we are there so continue our membership
 - Very friendly membership and staff. Enjoyable to be associated with.
 - Great value
 - Reasonable for what we get.
-

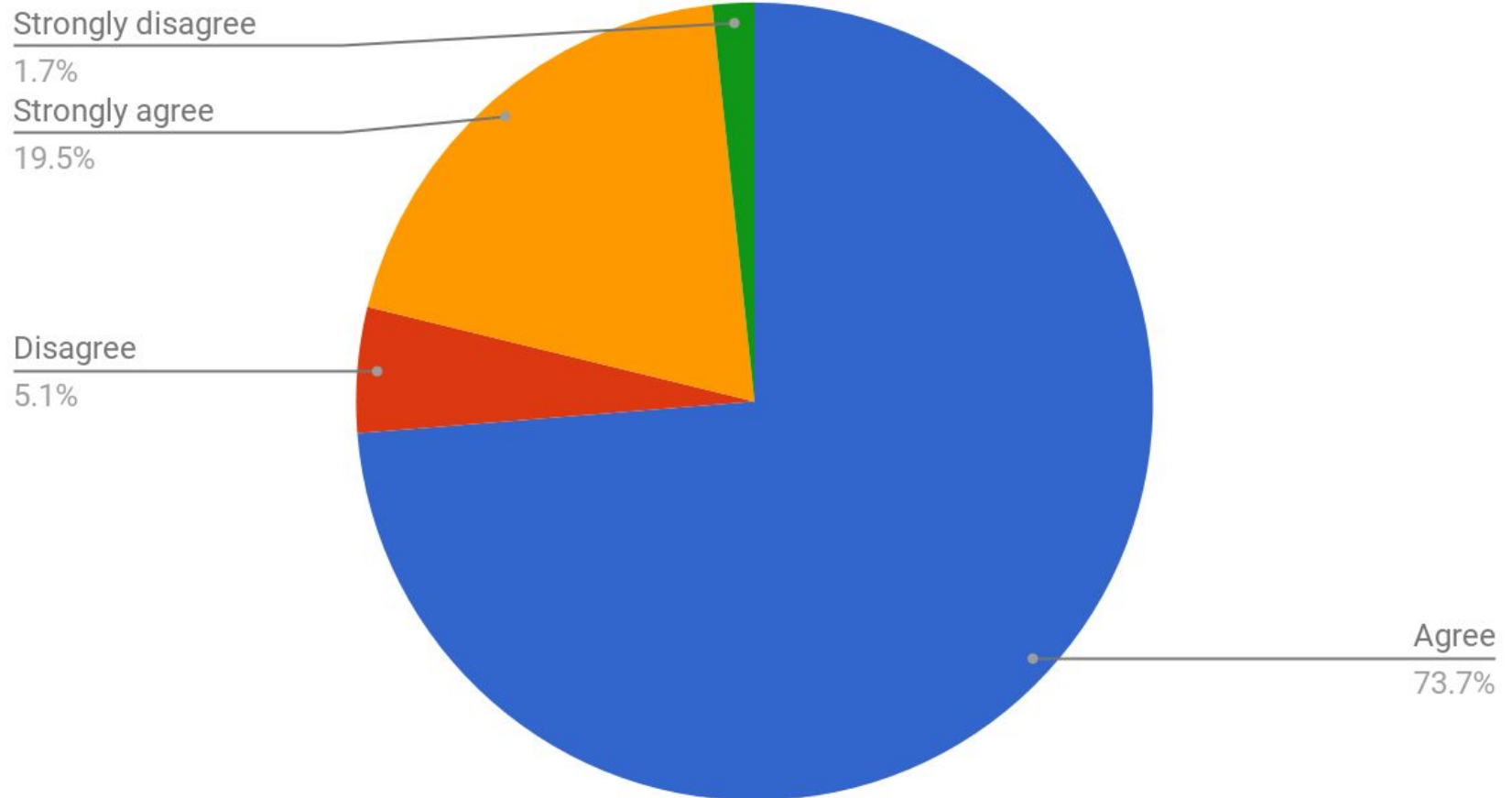
Please comment on the cost vs value of MVCC membership?

- We are only up 2 weeks a year, but some day we hope to be up more and MVCC is a critical part of the Greensboro summer community. More regular social events and classes would help us get the most from our 2 weeks.
 - I believe the current dues structure is fair. I would guess there are not many people who do not join because they feel the cost is too high. Having said that, there may be some people who buy a membership and actually play only a few times a year (as I did for many years, never playing or playing only once or twice). Because of our really short season raising the dues might discourage some people from joining.
 - Meets my needs
-

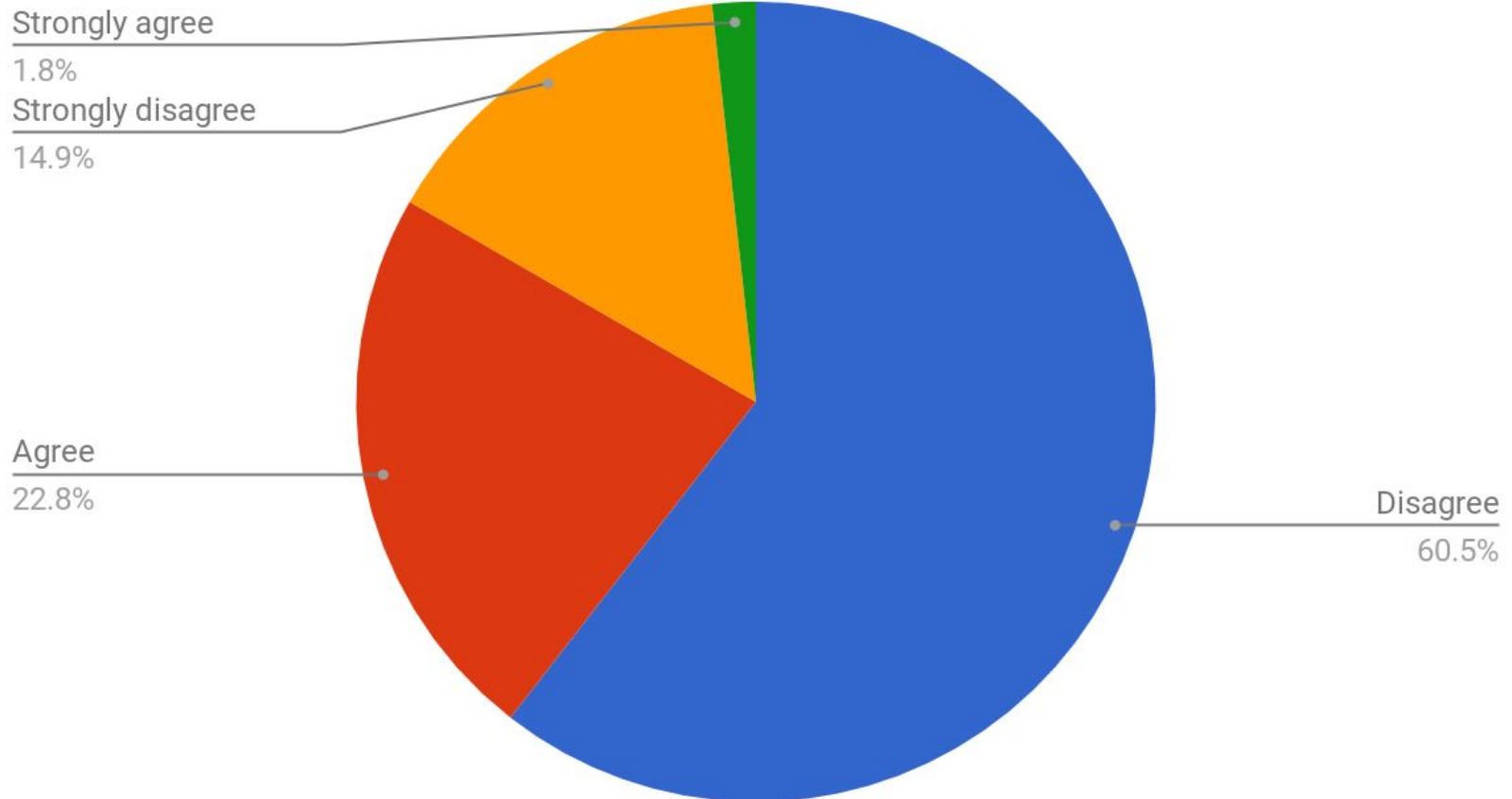
"The club should do everything possible to keep membership dues as low as possible even if it means reducing activities and events."



"The club currently provides a good balance of services for the cost."



"The club should expand offerings with corresponding increases in dues."



Please provide any additional comments on the future of the club.

- Let's take it a year at a time and perhaps have more financial encouragement for new memberships.
 - Identify and promote ideas to increase membership.
 - As membership declines , due to various factors, I would expect dues will continue to increase for which there should be no apology. If dues should become unmanageable at some point, the alternative of cutting back on maintenance of the golf course would not necessarily be a wrong step. Years ago, the golf course was not kept up in the manner it is today. Still, it was extremely popular and should remain so for people summering in Greensboro. If others are disappointed, so be it.
-

Please provide any additional comments on the future of the club.

- Those of us who have supported the club for over 30 years may find themselves in a position as they get older, to play less or be absent from the community in some years. Perhaps there are creative ways to allow them to suspend membership for a fee without having to terminate. Also, perhaps a la cart payments for non members could be reviewed. If I play tennis 5 times as I did last year, but remained a member, I thus paid about \$100 per hour of play. One year I was so busy with cottage repairs and had difficulty finding tennis matches except for Sunday (church time) Round Robbins, that my only use of the club was the bathroom, once! I continue to maintain my membership year after year. I'm confused, too, by the policies related to non member participation in events, tournaments, etc. as well as court time costs and the number of times I can play as a non member in a season, should I chose one day to terminate my membership.
-

Please provide any additional comments on the future of the club.

- We should increase offerings with the thought they would likely increase membership and/or give current members incentive to remain in the club.
 - I think we should collaborate with the Highland, Circus and Craftsbury Outdoor center to grow paying users - hoping to attract more members.
 - This brave little club will survive with increase pd support from existing members and marketing to potential members
 - The club needs to better address membership for people who are not able to spend the entire season in Greensboro.
 - I still think it should be harder to use club with out being a member and would still like to be able to pay the club for lessons instead of cash to pros.
 - You need to sincerely reach out to our surrounding communities for members!
 - Its very tough getting new local members in that area - just have to keep trying
-

Please provide any additional comments on the future of the club.

- I do th BJ that for folks that only use tennis courts there should be a membership that is specific just for tennis. Given that the cost of upkeep to tennis courts is a small percentage of total costs of Carey of Goldberg coarse the dues should be competitive with other fees at other tennis facilities
 - Hold the line on dues as much as possible, but expand the low cost events like bridge, music events etc.
 - It's a real challenge to be all things to all people. I can see the necessity of seeking the best balance possible, but it is very challenging.
 - I chose Disagree for #3 because I feel "everything possible" is too strong a statement. The Club should "take reasonable steps to keep membership dues as low as....." If that were a choice I would Strongly Agree.
 - For young people to belong, keep it simple.
-

Please provide any additional comments on the future of the club.

- 100 of us can keep the place going, but it is best to try very hard to keep the place as affordable as possible, even if a fairway has a dandelion or two. We will never be a high end club. Keep it simple.
 - I believe in recent years the club has put too much focus on viewing itself as a Golf & Tennis Club and not enough focus on viewing itself as a Community Club which happens to own a quality golf course and tennis courts. As a consequence, it is viewed by prospective & current members as a golf & tennis club, i.e., only those who want to play a lot (enough to justify the membership cost) of golf and/or tennis should join.
 - More fun guaranteed in the future!
 - None
-

Please provide any additional comments on the future of the club.

- MVCC should be about golf and tennis. It should be affordable for all members and for non-members as well. As the nature of summering in Greensboro changes with the times, MVCC needs to adapt and to be accessible to as many summer residents (and visitors) as possible. Maybe this means becoming less a "club" and more a recreational facility to enhance the Greensboro summer experience.
 - MVCC is a critical institutional component of the Greensboro scene and needs to be sustained by whatever means possible.
 - In the future, we can perhaps expand services and activities with private investment and "pay-per-use" like perhaps a paddle tennis court. As more "summer" people are visiting in the winter and more local people become members, more all season activities would be good to consider.
-

Please provide any additional comments on the future of the club.

- The reality is that the demogrsphy of club membership means future member use will be less affluent and less available; for this reason I think bringing down running costs loan obligations and the scope of operations needs to be foreseen and planned for.
 - For the first question, I'm not sure. I'm a little worried about losing members if the dues increase too much, but I like some of your ideas for expanded offerings.
 - I do not think MVCC should make massive (cost) improvements, but continue as they have so that prospective new members will be impressed with the facilities.
 - Although I agree with expanding offerings there is a balance needed and an across the board increase for new offerings will need to ensure most of the members wanted the increased offering. Perhaps additional fees could be levied for those participating in the additional offerings
-

Please provide any additional comments on the future of the club.

- For the long term future of the Club I'd like to emphasis the need to have and keep high quality tennis and golf instruction for children. If we don't teach the next generation to play golf and tennis, the long term ability to maintain the Clubs membership levels will be very difficult. Laura does tremendous job and everything possible should be done to continue her relationship with the Club. Jim Dayton upgraded the golf instruction and I assume our new golf pro will do the same with a strong kid's golf instruction program.
 - As with many of us, my soon to be born grand-child will be our family's 6th generation involved with the Club. It is a great family asset, one to be proud of and I will try to help out more.
-

Please provide any additional comments on the future of the club.

- Consider expanding activities that would bring in new members to cover the added expense, such as pickleball. I'm told people are playing pickleball on clay courts down south. Cost would be adding the lines. We live in a small town just south of Boston and have installed 3 courts with lights and are planning to add 3 more courts because the interest was so big we had to close membership to new members. Resorts in Maine, NH & Vermont have converted some tennis courts into pickleball courts and have increased membership and the level of activity. There was an article in the Boston Globe last fall that mentioned this craze and how resorts all over were attracting new people through pickleball. I went up to the Highland Lodge last fall and told the new owners they should change their clay court to pickleball, and showed them the Boston Globe article.
- I think more social activities without an increase in dues at least for a couple of years would help sustain and grow membership. Maybe the club could look at adding a cash based sandwich/drinks/wine option in the club house to help off-set costs. Renting the space to a local catering/chef once a week?

Please provide any additional comments on the future of the club.

- I only play golf but if social activities are a way to get more members and the members who attend the social activities are willing to volunteer to make them work then I am in favor. As I stated earlier, I believe the habits of summer residents have changed. The number of members that are in town all summer is shrinking and the club should consider a way to allow the weekly or occasional guest to the area to participate in hopes that they join. I would be in favor of raising the daily golf or tennis fees for repeat non-members who are not related to members to encourage them to join as weekly, monthly or seasonal members.
-



Additional Thoughts For MVCC

Please share any additional thoughts on the Club for review by the Board of Directors.

- Youth dances, Lunch Deli, A sign on the road
 - promoting youth participation in both golf and tennis helps increase future members. Reducing costs will not attract new members. Perhaps consider a one year or two year membership for new (never before) members.
 - The two major attractions of Greensboro are the lake and MVCC.
 - MVCC is a unique and celebrated community asset with a long history of accomplishments. I'm proud to be a loyal supporter and long time member!
 - Mike: finance and audit. Patty: newsletter/directory
 - Will do so in person
 - This is a very good survey
 - The board is outstanding - smart, capable people with a variety of expertise - the club is in great hands - but the challenges for growing the memberships are daunting - one day it may be necessary for a few wealthy members to make major donations to keep the place running - I hope it does not come to that.
-

Please share any additional thoughts on the Club for review by the Board of Directors.

- As I said earlier, I will always love MVCC as many of the best memories in my life have taken place there. Having said that, I cannot tell you how disappointed I was that the Club Tennis Championships had no prizes for any of the participants for the summer of 2017. Gordon told me that there was not money in the budget for prizes. I cannot tell you how lame that is. Why have the tournament at all then? The Club could not give a \$20 credit to the Pro Shop? Come on. Enough of this rant. I hope you know how I feel about all that.
 - Much appreciation to all the volunteers, so impressive how much time people give to keep MVCC in such great shape.
-

Please share any additional thoughts on the Club for review by the Board of Directors.

- I realize that I sound grumpy and old-fashioned, but I have long opposed the modernization of MVCC, especially because it has resulted in higher costs to members. It is a wonderful recreational facility for people living and summering in Greensboro, but the pleasure gained would be as great without the continued "improvements." I would rather see more use at far less cost than the limited use at the current high cost. Perhaps this means that I would prefer it to be less a "club" and more a place for recreation.
 - Appreciate the leadership and efforts the Board provides to sustain MVCC.
 - I stil believe that there may need to be options to retain members that only come for a week or two. If not, then we will need to do even more to keep costs as low as possible and not expand services that cost money. For people that come for a week or two, access is more important that quality and range of activities. But I think the quality we have now is just right.
-

Please share any additional thoughts on the Club for review by the Board of Directors.

- Many, many thanks for all you do for the MVCC and its members!
 - The Board of Directors continues to do an outstanding job of running MVCC efficiently while improving all aspects of the Club
 - I believe the club is well run with a focus on encouraging younger persons to join along with an awareness of being cost conscious.
 - I would like you to consider opening golf and tennis clinics to non-members of all ages for a limited number of "trial" lessons. I believe that the changing social structure of our society makes it more difficult for families to consider joining a club and that a more flexible (not necessarily cheaper) structure might allow us to get some people who would not otherwise join. Clubs all over the country are struggling with declining memberships as there are fewer golfers.
-