



The Palmira Answer Center Special Dining Minimum Edition

December 17, 2010

Dining Minimum Q & A Digest

On December 14, 2010, General Manager Mark Neneman sent an e-mail to all Club members responding to several questions posed about the dining minimum being introduced on January 1, 2011. That message appears at the end of this digest.

Initially announced in June 2010, questions about how the minimum works continue to arrive, with additional topics addressed below.

Comment:

Thanks, Mark. That is a clear explanation for all those that didn't grasp it.

Question:

- I'm sure I missed a message...what is the minimum?
- Can you please tell me both what the dining minimum \$ is as well and the timeframe for it. Thank you in advance.
- Can you please confirm the minimum for the upcoming season?
- Thanks for your note. What is the annual minimum?

Answer:

- The dining minimum is \$600 for calendar year 2011.
- There is no prepayment of the minimum that some courses require. Any unspent minimum will be billed to the member in early 2012.
- All food purchased in the clubhouse dining room or at the Midway Café is counted against the minimum.
- The minimum will be satisfied by not only dinners, but also lunches and men's and ladies play day luncheons.
- Not credited against the minimum are all beverages and purchases at the Village Grill. See the questions below and Mark Neneman's December 14 note for additional details.



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Question:

Our club up north includes beverages in our minimum spending, is there a reason that our minimum is only for food?

Answer:

Delivering the quality and level of food and service our members demand requires a significant investment in staff, food and equipment. It is important that each member contributes equally to the success of the food service; hence, the food-only minimum.

A survey of clubs of clubs in our area was conducted to help us understand how other courses addressed this issue. We found clubs with minimums of \$1,000 or more and those that included beverages were in the \$1,200 range.

As has been mentioned in several other Palmira Answer Center responses, seventy additional dining opportunities have been added to the event calendar for 2011, offering not only more variety but also more opportunities to enjoy Palmira dining – and easily satisfy the minimum. (See also the answer to the question below.)

Question:

Has the club given any consideration for members who are not year around? I am here 8 to 10 weeks a year it is highly unlikely I will use up the \$600 in a year.

Answer:

The concept of a dining minimum, common to many private clubs, is to assure the level of service the membership expects and to assure that each member contributes equally to the basic expenses of running the food service operations of the club. Introduction of a minimum at Palmira achieves those goals and also enabled the addition of 70 additional food events to the 2011 event calendar versus 2010.

The selection of the number as \$600 was done by the Board of Directors after looking at a number of factors including our member spending and best practices in our immediate area.

The dining minimum applies for the calendar year, a manner consistent with golf dues, trail fees, locker fees and other items at Palmira. It is hoped that the added menu of dining events at the Club will enable most members to readily and enjoyably utilize the minimum, even if their ability to be at Palmira is only a limited number of weeks per year. As an example, there are seven dinner opportunities at the Club House in January. If a couple attended just two of those events, 20% of their annual dining minimum would be satisfied. Similarly, if a couple was able to spend only three months at Palmira in 2011 and enjoyed dinner at the club three times a month, the minimum would be covered. Of course, lunches and cocktail parties also contribute, so we don't believe reaching the minimum is going to be that difficult a task.



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Question:

What is the Food & Beverage minimum? I am assuming non alcoholic drinks qualify for the minimum.

Answer:

The food minimum is \$600 for calendar year 2011. To keep the administration of the minimum as straightforward as possible, no beverages count toward satisfying the minimum.

Question:

Thanks for the info, now all we need is a real dining experience and evening opening hours in order to enjoy the mandatory spending requirement. Are we considering any changes in the hours when dinner is served?

Answer:

As has been noted elsewhere, 70 additional dining opportunities have been added to the calendar for 2011, offering an extensive range of menus to enjoy with friends and family.

Selection of the hours when dinner is offered is a decision blending the hours at which the majority of members want to dine and best managing the expense of staff to prepare and serve to the membership. Reservations are accepted up to 7:30 pm on our current schedule.

Question:

If I use cash will that go towards my minimum.

Answer:

Cash is accepted for payment only at the Midway Café. Members electing to pay cash for their food purchases will indeed have those expenditures credited against their minimum as long as the member informs their server of their member number at the time they place their order.

December 14, 2010 Message from Mark Neneman

Dear Palmira Members,

In our continuing interaction with members here in the administrative office of our club, we've heard a number of questions about the dining minimum. Via this note, I'd like to try and answer the questions we've received. Here goes.



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The dining minimum applies:

- per calendar year, with the 2011 year beginning January 1.
- to all food purchased in the clubhouse (dining room and Midway Cafe).
- to lunches, dinners and special events, unless otherwise noted such as in the case of a event for charity.
- to purchases by a party to which my membership is temporarily transferred.

The dining minimum does not:

- apply to beverages.
- require any pre-payment. Unspent minimum, if any, will be billed in early 2012 for the 2011 year.
- apply to food purchased at the Renaissance Center or Village Grill.

How will you know how much of your minimum has been spent. If you access your statement via the [password-protected members' website](#) after the first of the year, the bottom of your statement will show the unexpended minimum. This is updated daily, so the number you see will be nearly "real-time."

If additional questions arise, please utilize the [Palmira Answer Center form](#) to help assure that the question and answer are available to the entire membership.

Enjoy the rest of the holiday season!

Yours truly,

Mark Neneman, General Manager
