



March 1, 2024

Dear Oaks Members,

As my tenure on the board and as your president winds to a close, I wanted to announce a strategic initiative and provide you an opportunity to craft our club's future. During the past year, your leadership team has done a great job as financial stewards of the club by addressing deferred maintenance while making impactful investments in the club infrastructure. Going forward, we must continue to ensure that we are investing in club amenities and services that matter most to our membership.

Oaks 2030 Initiative

As Oaks Country Club continues to enjoy prosperity, now is the time for our club to develop and implement a sound overall strategic plan that will keep us on course through the year 2030. A well-constructed and enduring strategic plan addressing all facilities, programs, services, and amenities will sustain our club's relevance and keep it attractive to all generations of members, both new and old.

What do we want the Oaks to be in 2030?

What investments are critical?

What services and programs do we need?

Membership Input Needed

To answer these questions, we have enlisted the McMahon Group, a leading private club planning consultant, to assist us with the development of the strategic plan. Member input is critical to the development of this plan. It is our goal to hear from as many of you as possible to understand your perspective on the club as we look to develop a strategic roadmap for the Club's future. Your input will be gathered using a 3-step process that will occur over the next 120 days:

Step 1: Member Focus Groups (April 2nd-3rd) - Volunteer Member Focus Groups will provide perspective and input to be used in formulating a Member Survey. Each Focus Group will represent a different segment of our membership.

Step 2: Membership Survey (May 15th) - Using the input from our Focus Groups, a comprehensive survey will be developed and mailed to the membership. We ask that all members complete the survey and return it promptly. The Oaks is your club, and we want its programs, services, facilities, and long-term plans to reflect your values and interests.

Step 3: Survey Analysis Report (June 15th) – Once the survey is closed and tabulated, a final analysis of the results will be documented and communicated to the membership and leadership team. This document will be used by the leadership team to develop our strategic plan.

Step 1: Membership Focus Groups (April 2nd – 3rd)

The first step in the strategic planning process is gathering input for our membership survey. We will be hosting three focus groups for members at the times listed below:

Focus Group 1: Age group 44-65 **April 2nd, 2024 6:00 – 7:00 PM**

Focus Group 2: Age group under 45 **April 2nd, 2024 7:30 – 8:30 PM**

Focus Group 3: Age group over 65 **April 3rd, 2024 9:30 – 10:30 AM**

The McMahon Group will be moderating the focus groups. The survey process will be discussed in more detail and member questions addressed. Focus Group participants will be asked to complete a brief exit survey to complete this step of the process.

Each Focus Groups will be limited to twenty people to ensure all persons have an opportunity to participate. **If you would like to volunteer to your appropriate Focus Group, please email Michele at michele@oakscountryclub.com by March 15th.**

Thank you for your continued support of the Oaks.

Sincerely,

Scott DeGeer, President