

MKL Country Club – Survey Summary

- Fantastic response – 26 responses representing 25 households!
 - Or said another way 27% of the households
- 25 out of 26 returned surveys were signed.
 - People are comfortable sharing their opinions
 - A good mix of responses, the majority of respondents were not on the boards
- There did not seem to be any discernible difference in responses based on how long people have lived at MKL.
 - The responses were reviewed looking at those who have lived here over 10 years and under 10 years. (Note: this does not represent the age of the respondent)
- There seems to be an underlying concern over how to get more people involved. The following ideas came up a few times across the survey:

“Get people to agree to chair or, if interested in chairing a party, and hold a “how to do it”... and give packets with info.”

“I think I’ve done a poor job in training the next round of chairs. It looks much more complicated than it is.”

“Probably just concerned about the responsibility, particularly if they have not chaired much before. Perhaps encourage new residents to co-chair with someone experienced.”

“Perhaps if a seasoned couple and a new couple chaired, it would be less intimidating”

“Responsibility, time pressures. Team chairs are best.”

- With the open ended questions sometimes people had different interpretations of what was being asked, so look at the answers directionally, not literally.
- The topic of “children” and how they impact parties came up occasionally across the survey:
 - The difficulty in finding babysitters was mentioned a couple of times
 - Family parties are appreciated because children are welcome which eliminates the need for babysitters, as well as allowing parents to spend time with their children and neighbors
 - There were a couple of responses indicating that they prefer no children at the parties

What are your favorite parties?

Repeating themes are:

Casual Pub Party Holiday Open House Prefer Something to Do

The following quotes are illustrative of the responses (23 out of 26 people responded to this!)

“Labor Day, NYE, Mermaid, TGIF, Pub Party, really I like all the parties, but prefer the one’s where there is something to do.”

“The holiday Parties are always great. Wine Tasting (Valentine’s Party) – fantastic food to pair with the wines. Pub Parties have fun games/activities. Also the ‘Round the World’/travel party was great. Everyone came in costume from around the world! 4th of July beach parties usually very good, lots of games, prizes, food and drinks.”

“We like casual parties and the family parties. For example, Memorial Day with the petting zoo and the Camp party from several years ago. The Pub parties are also among our favorites.”

“Christmas Open House (see everybody and good food); July 4th, Labor Day (nice finish to summer); ethnic parties (variety of food); Pub Party (Fun activities); the current dance lessons and supper.”

What suggestions would you like to make for other parties?

Some of the same themes repeat from the question above

Casual Prefer Something to Do

“It’s nice to have something to talk about, for example the Antiques Road Show party. It makes it easier to talk with and meet people you don’t know. (This is embarrassing, but name tags would be nice)”

Fewer people answered this question. Some respondents probably added their suggestions to last two pages which had party themes.

Attendance seems to be down for some Social Events, why do you think? Is it the cost, theme, type of food, music or other?

Repeating themes are:

Conflicting schedules Busy lives Busy with kids

“People are so busy with many other activities competing for their time...”

Opinions on the cost were split, some thought cost was NOT an issue, while a similar number thought that cost WAS an issue.

Why do you not attend Social Events?

The same themes were repeated:

Conflicting schedules Busy lives Busy with kids

The following quote offers an interesting insight

“We have been residents of the lake for 30 years and initially attended and worked on social events when we first moved in. After a few years, we stopped participating in all events. Our family was growing and we both worked full time jobs. Our weekends became very precious to us. If we were able to have a night out, we didn’t want to spend it “working” on a party. Since we didn’t want to work a party, we felt uncomfortable attending a party in which others worked and volunteered their valuable time.”

Many people prefer not to chair a party –why?

Repeating themes are:

It’s a big time commitment It’s a lot of responsibility Too intimidating

“It’s a commitment – requires time, effort. Very thankful for those brave enough to take it on!”

“Seems to be a thankless job.”

“It can be a big commitment, especially if you are doing something new or different and want to make a good job of it!”

“Work – responsibility, I’m happy to work on a party, but I don’t have good ideas the way some other people do.”

TGIF parties appear to be quite successful...

Why do you attend these?

Repeating themes are:

Casual No prior commitment – can come at the last minute

Easy Less expensive

“Relaxed, don’t have to “dress-up”. Nice way to wind down after the week.”

“Casual and inexpensive, early night too! “

Why do you not attend?

Repeating themes are:

Conflicting schedules Tired

“At the end of the week you want to be with family and in your pajamas.”

(Many respondents indicated they thought they had already answered this question)

What type of music do you prefer at parties? Band, DJ, other?

Repeating themes are:

Live band Like variety Want to be able to converse – not too loud

How often do you use the website?

No Response - 6

Rarely/Occasionally - 8

Frequently - 9

When it's updated - 3

Do you feel it is easy to use, organized appropriately?

No Response - 5

Yes - 17

No - 3

No Opinion - 1

“We are very satisfied with the website – it is easy to use and organized appropriately.”

“Not entirely, it could use some work, but it is certainly usable”

If no, why not?

Do you feel the website structure and format need to be restructured and updated for ease of use?

No Response - 8

No - 6

Yes – 1

Don't Know - 2

No Opinion - 1

"I'm sure there is always room for improvement"

"Does not need to be, it is useable."

"It is fine for us."

"It could use a professional overhaul... "

"It is easy to use"

"Not in any major way ..."

Do you reference the social calendar via the website? Is it easy to get to?

No Response - 3

Yes & Yes - 11

No & Yes – 10

Sometimes it's out of date - 2

Do you use email daily?

No Response – 2

Yes – 22

No -0

Almost every day - 2

Do you prefer it to paper communication?

No Response -2

Prefer Email -11

Prefer Paper – 3

Like Both – 4

Either – 1

Yes prefer email, but like paper invitations - 5

“Yes, most of the time. Like special invitations or newsletters on paper.”

“Depends on what it is – I like paper notices for lake meetings and party invitations.”

“Like both. This form I would have forgotten if you didn’t send paper.”

“It depends on what is being communicated”

In the future, do you feel we can stop correspondence to you using paper and use email exclusively?

No Response - 3

Yes - 12

No - 7

For most things, but like invitations - 2

Want both paper and email - 2

“For most things, yes. (Like special invitations or newsletters on paper)”

“You could – but I prefer paper as a reminder”

How would you feel if MKL had a Facebook Page or some other form to have instant postings such as a MKL Blog page with RSS feed for instant updates?

No Response – 2

Wouldn't use it/No – 13

Yes/OK – 5

Either FB or Website – 1

Use FB infrequently – 3

Maybe -2

"I wouldn't use Facebook. But I do use text messaging often – might be good for notices about water system, road repairs, etc."

Do you feel you would use this more than the website?

No Response - 6

No - 13

Yes -5

Not sure/Probably not - 2

We would appreciate any additional comments and or suggestions you might wish to share with us:

- It's engaging people on a one-on-one basis
- I think the tree lighting ceremony should have a real tree at MKL and all families should hang an ornament
- I believe older/more established members of the community have driven the social scene for years and excluded new people from changing the methods and structure of our parties. We should be exploring some new ways. Yes!
- (1) Although we do not attend functions at the clubhouse, we have always voted in favor of anything that has benefited the community. We have always given our financial support. (2) In our early years many members complained that if you were a member in good standing, you should be able to use the clubhouse at no fee, being personally responsible for set-up and clean-up. We feel that the fee for renting the clubhouse is too high. Personally speaking, we considered renting the clubhouse for our grandson's Christening party, until we realized it was going to cost us \$560.00 (\$300.00 rental fee and \$260.00 clean-up fee). We decided to have the party out at a local Country Club, where the \$560.00 was put directly towards the party.
- I do not see us participating any time in the near future. Our lives are centered around our kids activities and their friends. The only chance we might attend parties would be if our kids came home and said their friends are all going to a party at the clubhouse and they want to go as well.
- I think that you are doing a wonderful job, with the calendar and keeping everyone informed. Thank you!
- The Dance TGIFs could lead to more such events.
- We need to figure out how to get more younger families involved. We have the same basic attendees and planners all the time. We need new blood. Teams continue to price parties and overspend without taking advantage of talking to those of us who do excellent pricing. I don't like subsidizing poorly managed parties that lose money when ours always make money.
- Board Members should be Chairs for the Major Parties. Assign/appoint people to be Chairs for Kids parties and TGIFs. These assignments would be for 2/3 years and the Chairs would be responsible for finding co-chairs to help with the parties.

Party Matrix Additional Ideas, Suggestions and Notes

Notes:

1 person was willing to attend any of the events at slightly higher prices.

1 person thought costs should be kept low

1 person wrote “be open to new ideas – do not let people tell us what will/won’t work ahead of time

The “Guys Bid, Gals Prepare” elicited some question marks and a “Yikes – no!”

Suggestions:

Clam Bake with lobster

Tea and Krumpets - afternoon tea

The Square Dance should be professionally run

The Disco should have other types of dancing too

Doing a Fashion Show is too much work

Ideas:

Combine Hors D’Oeuvres with something else

Gals Bid, Guys Prepare

Taco Truck TGIF

Painting Party

Kickball

Oscars

Board Games

Progressive Party – maybe by streets

Mixed Sports and Meal

Table Games and Meal

Italy Theme

Great Ideas but Keep It Simple

Ideas Continued:

Antique Road Show

Friday Nite Live Music

Poker/Casino Night

Come as your favorite Bridesmaid/Wedding Guest

Tag Sale

Antique Appraisal

Other Food Specialties – Mexican, Indonesian, Persian

Cards