

Big Cedar Point Golf and Country Club

Annual General Meeting – March 23, 2025

Report to Shareholders

As I write this Annual Report to Shareholders, the temperature in Innisfil is -12C, the wind is howling and the golf course is being covered with yet another blanket of snow. It's hard to remember that just a few short months ago, we were enjoying the lush and verdant fairways and greens of Big Cedar.

April and May of 2024 started out cold and rainy, but quickly morphed into an absolutely spectacular golf season. As always, we have to commend Bert Johnson and his tremendous staff for their detailed attention and care to the golf course – thank you everyone.

Kudos as well to Shelley McKee, Alex Rankin and all their staff for the superb management of the clubhouse and proshop. I would be remiss to exclude our wonderful executive chef, Derek Thompson. As we've come to expect, the culinary offerings were exceptional.

Every year, your Board of Directors looks to improve the golfer experience at Big Cedar. 2024 was no exception. Some things, like repair of the HVAC system and upgrading the security system are just necessary maintenance. Other things, such as new tables and chairs, a new barbeque and barbeque station are purely upgrades. Other improvements, thank you to Alex Rankin, are going to bring Big Cedar into the 21st Century. We now have online membership registration; online payment; online tournament booking and coming soon: online

food ordering. Alex has also implemented a new online payroll system and inventory control. All to improve Big Cedar's service and efficiency. Just some of the reasons that 2024 was the first time in many years that the club has recorded a positive net income.

When the snow finally melts and our League Convenors are set up to register golfers at the annual Wine & Cheese event, rest assured that your vehicle will not get stuck in the quagmire that was last year. Because of increased membership and increased traffic in general, the overflow parking has become general parking with the addition of pavement.

Our ongoing tree remediation program to combat the Emerald Ash Borer infestation, has presented us with perhaps the most dramatic change to our golf course in years. You had heard the rumours, and they are true. The iconic tree on the right side of Hole #1 (before the pond) succumbed to the infestation and became a safety risk. It is gone. In its place: nothing (for now). Just a wide open shot to the green. No excuses! Bring on the birdies? the pars? THE WATER???

We will canvas the members throughout the season to determine whether the tree should be replaced or some other design is preferable.

Going forward, your Board of Directors is in the process of replacing the old, antiquated and dilapidated maintenance and pesticide storage facility. Also, we are upgrading our power cart fleet with the addition of some electric models.

In conclusion, the future for Big Cedar looks very promising as we continue to make improvements to our "Hidden Gem".

Can't wait for spring!

Dave Carrick

President