

**GNL
BOARD MEETING
Minutes
March 25th, 2014**

In Attendance

Marcheta Gallant – President
Adam Stanley – Secretary
Jim Sloan – Rules Director
Paul Kelly – Market Director
Marc Altese - Superintendents Director
Jan Peters – Competitions Director – Via Conference Call
Greg Hillier - Executive Director

Absent

Mike Browne – Membership Director
Steve Wedgwood – Vice-President
Sandra Sparrow – Course Rating/Handicap Director
Jamie Moran – Junior Director

Call to Order

The meeting was called to order by President, Marcheta Gallant at 6:25 P.M.

Agenda

It was moved by Jim Sloan and seconded by Paul Kelly to adopt the agenda as presented.

Carried

Minutes

It was moved by Adam Stanley and seconded by Marc Altese to adopt the minutes of the February 26th, 2014 GNL Board Meeting as presented.

Carried

Business Arising From the Minutes

a) Title Sponsorship

The Executive Director reported that over the past two weeks he had been in negotiations with Sandals Resorts – Travel Time for the rights to the title sponsorship of the 2014 Adult Provincial Championships. It was noted that through the negotiations Sandals Resort – Travel Time has offered a package that would include a four day all inclusive vacation at a resort in Jamaica, a \$1,000.00 cash contribution and a number of other amenities to support the championships.

The Board reviewed and discussed in detail the offer which was presented by the company and it was noted that the goal was to try and secure a sponsor who would provide direct cash contribution.

After further discussion it was agreed by the Board that the Secretary would

After further discussion it was agreed by the Board that the Secretary would poll the Board to determine if this offer should be accepted and requested the Executive Director to provide a copy of the draft agreement for review as part of the process.

b) Request for Mid-Amateur Quota Spots

The Executive Director reported that he has been in contact with Golf Canada's Director of Competitions to request additional quota spots for the province. Unfortunately this request was denied due to the fact that the Mid-amateur is such a popular event and normally the field is full. However, it was noted that if there are individuals who wish to try and obtain a spot they should pre-register.

c) Golf Canada AGM Presentations

The Executive Director reported that he has been in contact with the Regional Director for Golf Canada to request a copy of the presentations on the membership development, marketing development and sport development. There have been a number of requests made and the Executive Director will circulate these documents once they have been obtained.

d) Status of Treasurer's Position

The Executive Director reported that he has been in contact with the individual who expressed an interest in serving as the Treasurer. It was noted during the discussion, that in order to hold a position on the Board, an individual must be a member of a club. After a general discussion, the individual decided that the organization should identify another person to fill the position. The President noted that if a member knows of an individual who might be interested in filling the position to contact the Executive Director.

Correspondence

The President reviewed three pieces of correspondence. A notice was received from Sport NL regarding access to tickets for the Annual Hall of Fame and Awards Gala on April 12th. While no member in attendance wished to attend the Executive Director was asked to contact the other members as to who might be available.

A letter was received from the NL Prostate Cancer Support Group requesting to participate in the adult Provincial Championships to do a presentation on prostate cancer. After a discussion on this matter the Board decided not to support this request due to the fact that the Board felt that this would not be an appropriate venue to host such a presentation.

A memo was received from NAGA outlining the status of the group's efforts to have the taxation laws changed to allow golf to be treated the same as other entertainment activities and allow tax deductions. It is noted that to date the lobby efforts and the Private Members' Bill have not been successful as it was hoped the taxation amendment might take place in the 2014 budget.

Committee Reports

a) Financial Report

The Executive Director reported that GNL has received two (2) additional membership fees with six courses to provide initial payment. There are two

outstanding accounts from 2013 and discussions have taken place with these members to address the payments.

There is approximately \$12,000.00 in the account with approximately \$21,000.00 in membership and sponsorship fees outstanding. Aside from the outstanding membership fees to Golf Canada for 2013, GNL has approximately \$12,000.00 in accounts payable. The objective at this point is to retain a positive cash flow position until the outstanding accounts are processed.

The Board discussed the overall accounting for the organization and requested a financial report to be presented at all future meetings.

b) Rules Director

The Rules Director, Jim Sloan reported that the weekly rules sessions were completed on Monday March 17th and the committee is in the process of preparing for the Level III rules clinic that will be held from April 4th to 6th at Bally Haly Country Club.

A notice of the clinic has been circulated to the membership, posted on the website and sent to rules officials. It is anticipated that three (3) to four (4) individuals will be participating in the clinic.

It was noted that the Director is presently attending the Competitions Committee meeting and participating in the planning of the provincial championships. It was noted that one of the major issues was the tournament format and implementation of the pace of play.

c) Course Rating / Handicap Director

In the absence of the Course Rating/Handicap Director, Sandra Sparrow, the Executive Director reported that the committee is in the process of planning the visit to Labrador to complete the rating of the two courses and it is anticipated that this will be completed by the end of June.

d) Junior Director

The Executive Director referred to the minutes of the last committee meeting and highlighted the completion of the Junior Development Team Program Guidelines. After a review and discussion the following motion was put forward:

It was moved by Adam Stanley and seconded by Marc Altese to adopt the Provincial Development Team Program Guidelines.

Carried

e) Membership Director

Due to the fact that the Membership Director has not attended any meetings to date (noted various circumstances), the President was requested to make contact with the Director to determine the status of his involvement with the board moving forward.

f) Competitions Director

The Competitions Director, Jan Peters tabled the minutes of the last Competitions Committee and outlined in detail the activities to date. Two points were noted including the potential to offer a two tier registration process meaning players can participate in the net component of the competition or play for the net and championship awards. This will be reviewed by the committee at the next meeting.

Progress is being made on the development of the golf packages to generate revenue for the overall organization and not just the competitions. It was noted that a sub-committee consisting Ted Storehouse, Rex Anthony and the Executive Director has been created to develop the program. More information will be provided as the program is developed.

g) Marketing Director

The Marketing Director, Paul Kelly the Executive Director referred to the minutes of the last committee meeting and highlighted a number of points. The committee is in the process of implementing the design and layouts for the various publications and marketing tools and will table the branding at this time.

In reference to the branding, the President noted that she had been in contact with representatives of the Department of Tourism, Culture and Recreation to discuss the proposed colors. It was stated to her by Sport Consultant Dave Feener that “I believe this is the type of thing that government is trying to get away from through the branding exercise. I think something like this, given that GNL is a government funding group may not be given a positive response”. Therefore the President cautioned the potential use of these colors in future including any advertising programs.

The committee has been investigating the cost of developing a responsive website versus an App. A promotional program has been implemented to increase engagement with the GNL Facebook page and the next promotion will be posted for the Masters. It was noted that Molson has declined their participation in a sponsorship program with GNL and in fact has withdrawn from a number of sponsorships across the province.

The Director noted that the committee will be investigating opportunities to engage the average golfer as this individual comprises 90% of the market and has the potential to grow the game and industry. Meetings will take place in the next few months with the hope of creating something to present to the Board in the Fall.

h) Superintendents Director

The Superintendents Director, Marc Altese reported that he attended the annual meetings of the Atlantic Golf Superintendents Association last month in Moncton, New Brunswick. During the meetings he took part as one of the panelists on a discussion forum. There was also a presentation on green speed by Frank Rossi and an overview of Cabot Links and Cabot Cliffs. At the conclusion of the meetings, he attended a Spray Tech course in Toronto that was hosted by one of the chemical companies.

The Director is presently working on providing landscape and turf articles that would be included in the weekly Golf report. He is researching articles that will be both interesting and educational and will be discussing this further with the Executive Director.

I) President's Report

The President noted that she will be attending a Provincial Council meeting via conference call on Monday April 7th, and other than that activity, there was nothing new to report.

j) Hall of Fame

In the absence of the Hall of Fame chairperson, Steve Wedgwood, the Executive Director noted that discussions have been completed with Bally Haly Country Club and they have granted a space in their Hall of Fame area for GNL at a cost of \$500.00 per year. Once the chairperson returns a meeting at the site will be scheduled to determine the layout.

It was noted that perennial plaques for the Hall of Fame and awards will be obtained and it was the consensus of the Board that GNL should purchase these plaques with no sponsorship attached.

k) Archives

The Archives chairperson, Adam Stanley reported that he has met with Helena Bragg and obtained all of the documentation and therefore the Archives becomes a management and update issue. The chairperson and Executive Director will meet to discuss the process moving forward. It was noted that initial contact has been made with the Cooke family and he will follow up again.

In terms of the strategic planning process, a Terms of Reference will be created and a number of individuals will be invited to participate on the committee. It is anticipated that an initial meeting might take place prior to summer if possible.

l) Executive Director

The Executive Director reported that he has been involved in initial meetings related to the national committee regarding the Synergy Projects for marketing and fund-raising. Additional meetings are planned in the coming month. The Director will be participating in the quarterly meeting of the National Sport Development Committee and once the minutes have been completed they will be circulated to the Board for information purposes.

Planning is underway to implement the annual course visitation meetings. The purpose of the meetings are to ensure the lines of communication are kept open, provide an opportunity for the members to address any issues or concerns and to outline the programs, services and operations of the organization. Again this year the executive Director will be accompanied by the Eastern Regional Director for Golf Canada, Christine Dengel.

New Business

a) Membership Benefits

The Executive Director noted that over the course of the past few months a number of committees have developed guidelines that might be restrictive and potentially eliminate some member course from not hosting or being included in initiatives. The Board concurred that all of the membership must be

included, or has the ability to be included in any activities moving forward.

b) Adult Player Travel Policy/Application

The Board discussed the process and policy that would be implemented in providing travel subsidies to players representing the province at Atlantic and/or National competitions. It was the consensus of the Board to be consistent and that the travel policy adopted for the junior player subsidies would be used for the adult players.

c) Canada Games Task Force

The Executive Director reported that in the Fall of 2013 the Minister responsible for the Department of Tourism, Culture & Recreation appointed a Task Force to review the NL Canada Games program and to make recommendations to enhance and improve performance at these competitions.

As part of the process, the Task Force has held a number of open meetings with representatives of PSOs across the province to gather information and comments. GNL, through the Executive Director made a presentation outlining the need for continuous support for the Games, access to appropriate training facilities and equipment and enhanced coaching certification. It was noted that the recommendations of the Task Force will be presented to the Minister in April.

d) Issues from Planning Meeting

The executive Director reported that a number of the action items identified from the January planning meetings are in the process of being implemented and an update will be provided at the September meeting of the board.

e) Atlantic Championships Update

It was reported that planning is progressing for the hosting of the inaugural adult Atlantic Championships. The committee is meeting on a regular basis with the only major issue at this time is in securing sponsorship. Each partner is to secure approximately \$1,250.00 in sponsorship. At this point GNL has identified one sponsor and is in discussions with another company to provide both cash and product for the event.

f) Atlantic Golf Organization Update

The minutes of the last meeting of the organization were tabled and it was noted that the committee is presently developing plans for the implementation of the various initiatives.

g) High School Golf Application

The board was provided with a copy of the application to NL School Sport for the inclusion of golf as a demonstration sport beginning in the Fall of 2014. It was noted that the application will be presented at the Annual General Meeting of the organization in late May at which time a vote will take place to approve or reject the application.

h) CN Future Links Atlantic Update

The Executive Director reported that planning is well underway for the

The Executive Director reported that planning is well underway for the hosting of this competition and a number of meetings have been held with the venue, Golf Canada and GNL. Presently, the only area of concern is access to a driving range and GNL is presently in discussions with Humber River Golf Club to gain access to their facility during the competition.

Review Action Items

The list of action items was reviewed by the President noting that items were being addressed in a timely manner.

Next Meeting

The next meeting of the Board will be held on Wednesday April 16th, 2014 in the conference room at Bally Haly Country Club beginning at 6:00 P.M.

Adjournment

The meeting adjourned at 8:25 P.M. on a motion by Marcheta Gallant

Minutes/Priorities from Board Meeting
Provide Secretary with Draft Sponsorship Agreement with Sandals
Secretary to Pole Board RE: Title Sponsorship
Vic-President to draft letter to Golf Canada CEO
Obtain Golf Canada AGM presentations
Identify Candidate(s) for Treasurer's Position
Contact Prostate Cancer Support Groups
Contact Board Members RE: Attending Sport NL Hall of fame & Awards
Gala
Present Financial Report for Next Meeting
President to Contact Membership Director
Develop Plans for Hall of Fame Area
Secure documents from Cooke Family
Develop TOR for Strategic Planning Committee
Purchase Capital Equipment
Secure Sponsorships
Draft LTAD Plan