

**GNL  
BOARD MEETING  
Minutes  
May 21<sup>st</sup>, 2014**

**In Attendance**

Marcheta Gallant - President (via Conference Call)  
 Steve Wedgwood - Vice-President  
 Adam Stanley - Secretary  
 Ken Casey - Treasurer  
 Sandra Sparrow - Course Rating/Handicap Director  
 Jim Sloan - Rules Director  
 Marc Altese - Superintendents Director  
 Jan Peters - Competitions Director  
 Greg Hillier - Executive Director

**Absent**

Mike Browne - Membership Director  
 Paul Kelly - Marketing Director  
 Jamie Moran - Junior Director

**Call to Order**

The meeting was called to order at 6:00 P.M. by President, Marcheta Gallant who welcomed Ken Casey to the Board and wished him an enjoyable and rewarding experience in the coming year.

**Agenda**

*With the addition of 2015 and 2016 Provincial Junior Championships locations under Other Business, it was moved by Steve Wedgwood and seconded by Adam Stanley to adopt the agenda as amended.*

**Carried**

**Minutes**

*It was moved by Steve Wedgwood and seconded by Marc Altese to adopt the minutes of the April 16th, 2014 GNL Board Meeting as presented.*

**Carried**

**Business Arising From the Minutes**

a) Status of Membership Director

The Board discussed the status of the Membership Director. The Executive Director noted that he had received a number of texts from the Membership Director indicating he was planning to participate in the meeting. The Executive Director will make contact with the Membership Director to arrange a meeting and clarify his status.

## b) Course Visitation Review

The Executive Director reported that during the week of April 25<sup>th</sup> to May 2<sup>nd</sup> site meetings were held with fourteen (14) of the seventeen (17) member courses on the island portion of the Province. Meetings with the remaining three (3) courses on the island as well as the two (2) Labrador courses will take place in the coming weeks.

The purpose of the meetings are to provide information on various initiatives, programs and services of the organization for the coming season and to gather feedback from the members on areas of improvement, concerns and address questions.

The Executive Director referred to a memo outlining a number of issues and noted that over all the meetings were very productive as compared to the initial site visits in 2010, and the membership as a whole are pleased with the direction of the organization.

It was noted that in future it would be beneficial to have a list of courses visited and to document any comments/concerns/opportunities/issues from each course visit.

## c) Golf Canada Regional Director at Board Meetings

The Board discussed the request by Golf Canada's Regional Director to participate in regular Board meetings. The purpose of participation is to gather information on the activities of the organization and be more informed on initiatives on a provincial level.

After a detailed discussion the Board agreed to have the Regional Director attend regular Board meetings under specific conditions and restrictions.

## **Correspondence**

There were three pieces of correspondence including a letter from Golf Canada confirming a coaching grant in the amount of two-thousand dollars (\$2,000.00). A memo was received from Golf Canada regarding the Score Center membership card activation process and an invitation was received from the Sport Division to attend the annual Premier Athletic Awards Program. It was noted that the Vice-President and Executive Director would attend this function on behalf of the organization.

## **Committee Reports**

### a) Financial Report

The Executive Director presented the financial statement for the period ending May 15<sup>th</sup>, 2014. It was noted that GNL has outstanding accounts in the amount of \$49,548.00 which includes approximately \$30,000.00 for membership dues

to Golf Canada. It was noted that this account was reduced by \$3,000.00 due to the fact that one (1) member returned unused cards after year-end.

The organization has \$54,316.00 in accounts receivables and this is mainly due to the fact that a second invoice for membership dues was recently issued to each member. There is presently a bank balance of \$12,278.

#### b) Rules Director

Rules Director Jim Sloan, reported that the National Level IV Rules Clinic was held at Bally Haly from May 1<sup>st</sup> to 4<sup>th</sup> with a total of four participants. It is the Director's understanding that two (2) of the participants were successful. Official results of the exams should be released in the near future.

In terms of the Level III Clinic, Golf Canada has not released the results of the exam that was completed by five (5) individuals. It is anticipated that the results will be released within the coming weeks.

The Rules Director continues to work with the Competitions Committee in the planning of the provincial championships and site visits are planned for Grande Meadows on May 31<sup>st</sup> and Clovelly on June 6<sup>th</sup>. In addition to the Rules Director, site visits will include the Competitions Director, the Executive Director, Bruce Watson and representatives from each course.

The Rules Director presented a report prepared by Bruce Watson regarding the potential to offer Level III rules sessions online. The Board reviewed and discussed the report in detail. It was the consensus of the Board that the Rules Director proceed to implement the online program for the fall and winter of 2014.

#### c) Course Rating/Handicap Director

Course Rating/Handicap Director Sandra Sparrow reported that five courses are planned to be rated this summer. They are Brookside, Terra Nova, The Willows, Tamarack and Amaruk. Travel arrangements have been completed for Labrador courses and will take place from June 27<sup>th</sup> to 29<sup>th</sup>.

The Director reported that Eddie Bearn attended a national course rating seminar in Toronto the first week of May and reported that Golf Canada is moving towards course rating certification and that eventually all course raters will have to successfully complete an exam. It was noted that Golf Canada covered the expenses for Mr. Bearn to attend the seminar.

#### d) Junior Director

In the absence of the Junior Director, the Executive Director reported that the annual Junior Development Camp took place at the View Golf Resort from May 17<sup>th</sup> to 19<sup>th</sup>. There were twenty-five (25) players in attendance including one (1) Special Olympian, Daniel Ralph. The camp included a short game

skills assessment, a number of skills development sessions, a course management session and a nine-hole round. Aside from the GNL coaching staff, Robert Ratcliffe of the National Development Team was in attendance working with the players, completing some assessments and providing a presentation on the National Junior Development Team Program.

Overall the weekend was a tremendous success. The facilities, including course, accommodations, meals and staff were outstanding. The next training session of the Development Team will be held from June 7<sup>th</sup> to 8<sup>th</sup> at Humber Valley Resort.

(e) Membership Director

The Membership Director's report has been deferred until the Executive Director meets with the Director in the coming month.

(f) Competitions Director

Competitions Director, Jan Peters reported that planning for the 2014 Provincial Championships is continuing and at the present time there are 22 juniors and 70 adults registered for the competitions. As noted previously, on-site visits will take place in the coming weeks to develop plans with the host venues.

At the present time GNL has secured Royal LePage as the title sponsor for both championships and is working with the company to fulfill its rights and obligations. Product has been obtained from Collingwood and will be used for fund-raising and prizes for a number of events including closest to the pin, flop shot and longest drive.

Uniforms are in the process of being ordered and will include the GL and title sponsor logo. The goal is to provide a form of travel subsidy to players competing at the Atlantic Championships. This subsidy will be provided only if the championships realize a net surplus and assistance will be prorated with an equal amount per participate with a reserve allocated for the next year.

The committee is also in the process of trying to secure transportation to Grande Meadows, as well as, a shuttle service during the weekend. It was agreed that GNL will not be responsible for the planning and coordination of travel to Grande Meadows and that a third party will have to undertake this responsibility.

It was the consensus of the Board that in order to host a championship in any division there must be two (2) or more competitors.

(g) Marketing Director

In the absence of Marketing Director Paul Kelly, the Executive Director referred to copies of the 2014 Golf Guide that have been distributed to the

membership, provincial Visitor Information Centers, International Airports and key locations across the province.

Work has begun on the development of the weekly editions of The Telegram Golf Report that is slated to begin on Wednesday June 11<sup>th</sup>. The initial monthly eNewsletter was circulated on Tuesday May 10<sup>th</sup>. The committee is presently reviewing the operation of the website and will be making a recommendation to the Board in the fall. A meeting has taken place with The Idea Factory to begin the process of creating a marketing program for 2015 and it is anticipated that a draft will be presented to the Board at the fall meeting.

#### (h) Superintendents Director

Superintendents Director Marc Altese reported that operations across the province are at least three (3) weeks behind last year and in some cases more. There appears to be a national concern with the condition of greens and while it has not been too much of an issue in this Province, some areas have been devastated.

The Director has created a number of golf turf articles for the weekly Golf Report and eNewsletters and submitted same to the Executive Director. It was noted that in the coming weeks the Executive Director and he will be meeting to discuss aspects related to the superintendents.

#### (i) President's Report

The President reported that there was no new business to discuss and indicated that the next meeting of the Provincial Council is scheduled for June 9<sup>th</sup> via conference call.

#### (j) Hall of Fame

Hall of Fame Chairperson Steve Wedgwood reported that the committee held a meeting this morning (May 21<sup>st</sup>) to discuss a number of topics. The committee will be approaching Robin Short of The Telegram to emcee the Awards Dinner on November 15<sup>th</sup> at Bally Haly.

The call for nominations and application forms will be circulated the first week of August. It is the goal of the committee to increase nominations and each member of the committee will be encouraged to contact courses in their region to submit nominations before the deadline date of September 30<sup>th</sup>.

The committee will be obtaining two (2) perennial plaques for Hall of Fame and Awards recipients and will be purchased in the 2015 budget. Members of the committee viewed the Hall of Fame area and developed plans for the site.

The Board discussed the age eligibility requirements for nomination to the Hall of Fame and eligibility requirements for present Board members. These two (2) topics will be addressed at the next committee meeting.

(k) Archives/Strategic Plan

The Archives/Strategic Plan Chairperson, Adam Stanley, reported that an initial Terms of Reference (TOR) has been created for the Strategic Planning Committee and will be circulated to the Board for review and comment. The Committee will include the chairperson, three (3) non-Board members, three (3) Board members and the Executive Director. Members of the committee will be contacted in the next while and, if time permits, the initial meeting will take place prior to summer. It is also anticipated that an initial survey will be circulated to the membership over the summer months.

In terms of the archives, the Director will be contacting the Cooke family to obtain documentation and will be meeting with the Executive Director to begin developing the process for hosting and submitting information to the Provincial Archives.

(l) Executive Director

The Executive Director reported that over the course of the next few months a number of major activities will be taking place including attendance at the semi-annual Provincial Executive Directors meetings in Banff, planning and hosting the provincial Championships, developing various promotional materials for AGO and attending the Web.com event in Halifax, and hosting at least one FAM Tour during the summer. These activities will, be in addition to hiring summer students to assist with various programs and activities throughout the summer.

New Business

(a) 2015 – 2016 Adult Championships Venues

The Competitions Director reported that based on comments from the competitive golfer survey and the mandate of the Competitions Committee to attract higher caliber courses to host the provincial championships, the Executive Director will hold discussions with a number of courses to attempt to achieve this objective.

Discussions have taken place with Terra Nova Resort & Golf Community, and the Humber Valley Resort. Both courses have agreed to host the 2015 and 2016 provincial adult championships respectively. After a general discussion it was the consensus of the Board to host these championships at these venues.

It was agreed that these venues will be announced at the Players Dinner at the 2014 Provincial Championships in Grande Meadows.

(b) AGO Golf Channel Television Ad

The Board viewed a 30-second television ad created as part of the advertising program for the Web.com event that will be broadcast on the Golf Channel during the period July 3<sup>rd</sup> to 6<sup>th</sup>. The Executive Director outlined the process used to create the ad and the consultation that took place with the Tourism Division and other stakeholders. Overall, the Board was pleased with the end product.

(c) Executive Directors' Meeting - Banff Alberta

The Executive Director reported that from June 1<sup>st</sup> to 4<sup>th</sup> he will be traveling and attending the annual spring meeting of the provincial Executive Directors of Golf Canada. This year the meetings will be held in Banff, AB. Discussions on the two synergy programs, review of the efficiencies initiative, and membership card processing for 2015 will be among the topics. The Executive Director will provide a report with any recommendations for the next meeting.

(d) PR Editing Processes

The Executive Director noted that a number of errors were noted from the May eNewsletter and stated that steps have been taken to have any future documents proofread prior to circulation.

(e) 2015 – 2016 Provincial Junior Championships Locations

The Competitions Director reported that initial discussions have taken place with Pitcher's Pond Golf Course and Gander Golf Club to host the 2015 and 2016 provincial junior championships respectively.

After a general discussion it was the consensus of the Board to host these competitions at the designated venues and begin the initial confirmation and planning process.

(f) Golf Ambassador Program

The Secretary addressed a number of concerns with the development and implementation of the Golf Ambassador's Program. After a review of the initial letter and outline of the program it was the consensus of the Board that the Executive Director revise and provide an outline of the role and responsibilities of the Golf Ambassador prior to implementation of the program.

(g) In-Camera Sessions

The Vice-President indicated that on previous Boards where he has participated there have been in-camera sessions at the end of each meeting to discuss the performance of the Executive Director. It was agreed that this subject will be included on the agenda for future Board meetings.

**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 September 17<sup>th</sup>, 2014 in the conference room at Bally Haly Country Club beginning at 6:00 P.M.

**Adjournment**

*The meeting adjourned at 8:45 P.M. on a motion by Jan Peters.*

**Carried**

## **Board Action Items**

Minutes/Priorities from Board Meeting  
Contact Membership Director  
Contact Golf Canada Regional Director – Board Meeting Participation  
Confirm Attendance at Premier Athletic Awards  
Implement Online Rules Program for 2015  
Meeting with Superintendents Director  
Review Age Eligibility/Board Member Nominations  
Circulate Strategic Plan Terms of Reference to the Board  
Executive Director/Secretary Meeting RE: Strategic Plan/Archives  
Provincial Executive Directors Meeting Report  
Confirm 2015-2016 Championship Venues  
Review Golf Ambassador Program  
Include In-camera on Future Meeting Agendas  
Develop Plans for Hall of Fame Area  
Secure documents from Cooke Family  
Purchase Capital Equipment  
Draft LTAD Plan