

**GNL
BOARD MEETING
Minutes
September 17th, 2014**

In Attendance

Marcheta Gallant - President (via Conference Call)
 Adam Stanley - Secretary
 Ken Casey - Treasurer
 Sandra Sparrow - Course Rating/Handicap Director
 Jim Sloan - Rules Director
 Paul Kelly - Marketing Director
 Marc Altese - Superintendents Director
 Jan Peters - Competitions Director
 Greg Hillier - Executive Director
 Christine Dengel – Golf Canada Regional Director, Observer

Absent

Mike Browne - Membership Director
 Steve Wedgwood - Vice-President
 Jamie Moran- Junior Director

Call to Order

The meeting was called to order at 6:03 P.M. by President Marcheta Gallant.

Agenda

It was moved by Adam Stanley and seconded by Jan Peters to adopt the agenda as presented.

Carried

Minutes

It was moved by Marc Altese and seconded by Jim Sloan to adopt the minutes of the May 21st, 2014 GNL Board Meeting as presented.

Carried

Business Arising From the Minutes

a) Status of Membership Director

The Board reviewed various correspondence to date from the Membership Director and the Executive Director. The Executive Director reported that he has been in contact with the Membership Director and will request a meeting with same to resolve the issue.

b) 2015 – 2016 Provincial Championships

The Executive Director reported that following the guidelines as approved by the Board in the fall of 2013, venues have been secured for the hosting of the adult and junior provincial championships for the next two (2) years. The adult championships will be held at Terra Nova Resort & Golf Community from June 29th to July 2nd, 2015 with the 2016 competition to be held at Humber Valley Resort.

The 2015 junior championships will be held at Pitcher's Pond Golf Club from July 6th to 9th, while the 2016 competition has been confirmed for the Gander Golf Club. For future competition venues the Committee plans to request "Expressions of Interest" from members for which the application and guidelines have been developed.

In terms of the dates for the 2015 competitions, it was noted that the schedule for the national championships has been set for next year and due to the scheduling our provincial championships have to be held on the above-noted dates.

c) Golf Ambassador Program

The Executive Director reported that subsequent to the last meeting of the Board of Directors, the Committee developing this initiative met on a number of occasions to review the program. Due to the timing, limited confirmation from a number of members, and the ability to properly implement the program, the Committee agreed to defer the activity until the fall.

It is anticipated that the Committee will meet early in 2015 to begin a review and develop a detailed plan for this initiative that could benefit the organization in a number of ways as well as enhance the exposure and awareness of the organization to the membership.

Correspondence

There were a number of pieces of correspondence including a report on the NAGA Economic Impact Study as well as a press release from NAGA regarding the lobby efforts related to tax fairness for the golf industry. A letter was received from the Sport Division confirming the operational grant for 2014. As well, there was correspondence confirming approval of the travel subsidy for players attending national competition. A memo was received from Sport NL regarding plans for the annual SportFest and a memo was received from CBC regarding the fall launch of the "Athlete of the Day" program.

Committee Reports

a) Financial Report

The Executive Director presented the financial statement for the period ending August 29th, 2014. It was noted that GNL has outstanding accounts in the amount of approximately \$70,000.00 which includes approximately \$20,000.00 for membership dues to Golf Canada. .

The organization has approximately \$77,000.00 in accounts receivables which includes a number of grants, three outstanding facility fees, membership cards and a number of miscellaneous accounts. As of August 29th, there is presently a bank balance of \$10,202.

b) Rules Director

Rules Director Jim Sloan reported that the Rules Committee is in the process of investigating options to provide the rules clinics online beginning in January 2015. The identification of a suitable service provider is the number one priority, followed by training, advertising and launching of the program. The Director is also involved in the planning of the High School Championships and has secured officials for that competition.

c) Course Rating/Handicap Director

Course Rating/Handicap Director Sandra Sparrow reported that Tamarack and Amaruk have been completed with documentation and calculations to be completed in the coming weeks. Unfortunately, due to time constraints, the other courses including Brookside, Terra Nova (Eagle Creek), and The Willows, were not completed and will be a priority for the coming year.

d) Junior Director

In the absence of the Junior Director, the Executive Director reported that the Committee held an initial meeting in early September to begin the process of reviewing, evaluating and enhancing the Provincial Development team program for the coming year. This process will include placing additional players on the team and reviewing policy and guidelines.

(e) Membership Director

The Membership Director's report has been deferred until the Executive Director contacts the Director.

(f) Competitions Director

Competitions Director Jan Peters reported that the Competitions Committee held an initial meeting after the Provincial Championships to review, evaluate and make a number of recommendations. One recommendation is as follows:

- That the registration fee for the adult event be increased to \$225.00 and include participation in one or all events depending on eligibility.

The Board discussed this recommendation and requested the Committee to review the options of having one set fee for all divisions and to consider an additional fee.

- A survey will be circulated to all participants from the 2014 championships; however, the Board felt that the survey should be circulated to the full database of competitive golfers. Additionally, the survey will be circulated to the Board for review prior to distribution.
- The Competitions Committee would like the Board to reconsider the decision to hold a competition for a title if there are two (2) or more competitors, especially in the junior division. The Board discussed this policy and requested the Competitions and Junior Committees to review the matter and provide additional information with a recommendation for the next meeting.

There was a general discussion on the development and implementation of a Masters Dinner to raise funds for the operation of the championships. The Executive Director outlined a fund development strategy and plans to bring together the key Committee members in late October to address the plan and begin the program for this winter.

(g) Archives/Strategic Plan

Archives/Strategic Plan Chairperson Adam Stanley reported that an initial Terms of Reference (TOR) has been circulated to the Board for review and comment. Unfortunately, due to family and work obligations, he does not have the time required to fulfill this objective. Therefore, he has contacted the Vice-President to meet and determine if the Vice-President might be interested in chairing the Committee.

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

(h) Marketing Director

Marketing Director Paul Kelly reported that no progress had taken place in regards to any meetings but one is scheduled for late September or early October.

(i) Superintendents Director

Superintendents Director Marc Altese reported that a database of turf managers created over the summer was sent via email last week to each individual requesting impute. To date no response has been received.

(j) President's Report

The President reported that she participated in a conference call of the Provincial Council on Monday, September 15th. The agenda for the meeting included a review of each provincial scorecard for sport development. This consisted of Golf in School, Future Links sites, etc. as well as an update on the progress of the Synergy Project.

In terms of the Synergy Project, it was noted that the Executive Director had circulated a video to the Board in August outlining the progress of the two objectives, namely the marketing initiative and the creation of a membership model.

In terms of the marketing initiative, Golf Canada is in the process of developing a program to engage the recreational golfer and to increase the number of rounds played by both members and non-members. With limited financial resources it is the goal of this initiative to create generic messages that can be utilized throughout the country in various forms and through various mediums.

In reference to the membership model, Golf Canada is exploring a two-tier system similar to the one developed by GNL. However, the proposed system would include a tiered level of membership for both the course and individual. While this concept is in the early stages of development, there are a number of concerns with the tiered level of members for the courses.

(k) Hall of Fame

In the absence of Hall of Fame Chairperson Steve Wedgwood, the Executive Director referred to the minutes of a number of Committee meetings that have taken place over the past few months. The policy, guidelines and application were reviewed and a number of adjustments were made to clarify the age eligibility and nomination of present board members.

Two new categories have been added including the Male and Female Golfer of the Year as well as the creation of an Order of Merit to guide the selection process. The call for nominations and application forms were circulated on August 6th and the deadline for submission is September 30th. To date the Committee has received one nomination and is therefore considering extending the deadline.

The Board suggested that the Committee review the deadline date especially due to the fact that it has been extended for the past two (2) years. The Committee has obtained two (2) perennial plaques for Hall of Fame and Awards recipients which will be purchased in the 2015 budget.

(1) Executive Director

The Executive Director reported that from September 10th to 12th he attended the meeting of the Provincial Executive Directors and Golf Canada in Oakville. The purpose of the meetings were to discuss in detail the progress of the Synergy Project and address various topics such as membership card processing, review of a membership survey implemented in Ontario, and the potential of a unified website.

The Executive Director met with Golf Canada's Membership Director to discuss the proposed membership model and outlined various concerns and issues as it might affect GNL. Additional meetings will be held in the coming weeks to provide the opportunity for additional input into the concept and proposed model.

The Executive Director made reference to the minutes of the Executive Directors' meetings that took place in Banff in early June at which time the Synergy Project was discussed in detail.

New Business

a) National Championship Course Selection Process

The Executive Director reported that GNL will be the host of the 2017 National Senior Women's Championships and once again GNL will be involved in the selection process. This process will include inviting all member courses to submit an "Expression of Interest" with an application addressing the requirements for hosting as provided by Golf Canada.

Once the applications have been received the Competitions Committee will review all of the information and rank the courses in terms of preference. The list will then be presented to the Board for review and confirmation after which it will be submitted to Golf Canada's Competitions Committee.

It was noted that Golf Canada's Competitions Committee will make the final decision in terms of the location of the championship but will take into consideration the recommendation of GNL. It is anticipated that the request to

members will be made in October with a submission to Golf Canada early in the new year.

b) National Travel Fund-Raising Initiative

This topic was deferred until the next meeting of the Board.

(c) Synergy Project Update

This topic was previously addressed via minutes of the President's Report and Executive Director's Report

(d) High School Golf Championships

Holy Heart of Mary High School in partnership with Golf Newfoundland Labrador, Glendenning Golf and School Sport are pleased to announce that golf will be added as a demonstration sport for all high schools in Newfoundland and Labrador.

The first provincial championship will be held at Glendenning Golf on Friday September 26th, 2014 and will be comprised of individual and team competition in an eighteen (18) hole, stroke play format. The team competition will consist of a male and female division with a maximum of four (4) players per team.

Deadline for entry is September 24th, 2014 with the cost being \$35.00 per player which will include a round of golf, meal and awards. It is anticipated that a total of 60 players (12 to 16 of which are female) from at least five (5) regions will be competing in the championship.

e) Annual Meeting – Nominations, Itinerary, Reports

The Executive Director reported that the Annual Meeting of GNL will be held on the weekend of November 14th & 15th at Bally Haly Country Club in St. John's. The proposed schedule of activities will include the following:

Friday November 14th

3:30 P.M. Board of Directors Meeting – Review AGM Process
6:30 P.M. Annual General Meeting
9:00 P.M. Member Social

Saturday November 15th

9:00 A.M. Tely Tour Presentation
10:15 A.M. Workshop – Engaging Female Golfers
1:00 P.M. Initial Strategic Planning Session
6:30 P.M. Hall of Fame & Awards Dinner

Members were requested to provide their annual report by October 15th. In terms of the audited financial statements it is anticipated that they should be

available by Friday, November 7th at which time they will be circulated to the Board. In terms of the nomination process, the Executive Director will meet with the Secretary to provide the list of positions and outline the nomination process.

f) 2015 Golf Canada Membership Card Distribution Process

The Executive Director reported that with the implementation of the new membership fee model, he has had the opportunity to review the process for distribution of individual membership cards to the courses.

In future, members will be sent a joint letter from Golf Canada and GNL providing the member with two (2) options to obtain membership cards and to make the request directly to Golf Canada. A letter outlining the changes in the process and options will be circulated to the membership in early October.

Review Action Items

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

In-Camera Session

The session was deferred until the next meeting of the Board of Directors

Next Meeting

The next meeting of the Board will be held on Wednesday, October 15th, 2014 in the conference room at Bally Haly Country Club beginning at 6:00 P.M.

Adjournment

The meeting adjourned at 7:39 P.M. on a motion by Jan Peters.

Carried

Action Items

Minutes/Priorities from Board Meeting
Contact Membership Director
Board Member Resolution RE: Absence
Review Golf Ambassador Program
Complete Financial Audit
Plan Online Rules Clinics
Plan Course rating of Remaining Courses
Competitions Committee to Review Registration Process
Junior/Competitions Committees to Review Competitions Policy
Secretary to meet with ED RE: Board Nominations/Strategic Plan/Archives
Secure Documents from Cooke Family
Hall of Fame Committee to Review Nomination Deadline Date
Championship Hosting Criteria from Golf Canada for Membership
Directors to Provide Annual Reports by October 15th
Plan Annual Meeting, Hall of Fame and Workshops
Purchase AED
Draft LTAD Plan