

**GNL
Board MEETING
Minutes
March 25th, 2015**

In Attendance

Steve Wedgwood – Vice-President
Marcheta Gallant – Past-President
Adam Stanley - Secretary
Ken Casey - Treasurer
Jim Sloan - Rules Director
Sandra Sparrow - Course Rating/Handicap Director
Ray Tuck – Membership Director
Greg Hillier - Executive Director

Absent

Jan Peters - Competitions Director
Paul Kelly - Marketing Director
Jamie Moran- Junior Director

Observers

Kay Thompson – Golf Canada Governor
Christine Dengel – Regional Director, Golf Canada

Call to Order

The meeting was called to order at 6:05 P.M. by President Steve Wedgwood.

Agenda

With the addition of a letter from SportNI regarding the Stars & Legends Dinner under “Correspondence”, it was moved by Ken Casey and seconded by Sandra Sparrow to adopt the agenda as amended.

Carried

Minutes

It was moved by Adam Stanley and seconded by Jan Peters to adopt the minutes of the January 31st, 2015 GNL Board Meeting as amended.

Carried

Business Arising From the Minutes

a) Fund Development Update

The Board reviewed the minutes of the last Fund Development Committee meeting that took place on March 11th. It was noted that 76 of the 92 seats have been sold and the Committee is in the process of securing one additional

sponsor for the reception. It is estimated that five items will be secured for the live auction component and thirty (30) items for the silent auction. Presently, the Committee estimates that the event should generate \$12,000.00 to \$15,000.00 towards the championships program.

b) Strategic Plan Update

The Board discussed the creation of a committee for the development of a strategic plan for the organization. It was noted that two (2) board members, Jim Tee and the Executive Director will be involved in the process with support from SportNL. It was suggested to contact a representative of one of the courses to see if a manager might be interested in participating in the process. In the meantime, the President will approach an avid golfer to determine his/her availability. It is anticipated that an initial meeting of the group will be held in May.

c) Golf Canada AGM Update

The Executive Director reported that from February 11th to 14th he attended the Annual General Meeting of Golf Canada in Mississauga, Ontario. The Executive Director provided an overview of the various meetings and subsequent discussions with the Membership Director regarding the new membership model and its potential implications to the organization. It was observed that overall the meetings were one of the most positive and productive AGMs with a number of key topics discussed over the four-day period. It was also noted that due to inclement weather the Secretary was unable to attend the gathering.

d) Vice-President's Position

Members of the Board were requested to identify individual(s) who may be interested in filling the position of Vice-President to the President or Executive Director who will make direct contact with the identified individual(s).

e) 2014-2015 Budget

The Board reviewed the revised budget based on discussions that took place during the planning meeting on January 31st. After a detailed review of the budget, it was moved by Jim Sloan and seconded by Sandra Sparrow to adopt the budget as presented.

Carried

f) CPR/AED Training Date

The Executive Director reported that he and the Rules Director have been attempting to confirm a potential date to host the CPR/AED training program with little success. It was agreed that the Executive Director would set the date with the Heart & Stroke Foundation and invite members of the Board and

rules officials to participate. It is anticipated that the session will be held in early May.

g) Pippy Park Membership Request

The Secretary reported that on Tuesday February 24th the Executive Director, Treasurer and he met with representatives of Pippy Park including Golf Committee Chair Greg Healy, Committee members Bob Constantine, Sandy Hickman and Executive Director Ric Mercer. The purpose of the meeting was to discuss the course's pending membership in the organization.

Overall, the meeting was very productive as at the conclusion, the Executive Director was informed that Pippy Park would continue its membership and become more engaged in the organization. It was noted that for future presentations it would be beneficial to have a PowerPoint presentation on the benefits of membership.

Correspondence

There were a number of pieces of correspondence including the following:

The Board reviewed a letter sent to the National Golf Course Owners Association (NGCOA) regarding the opportunity to host the 2018 National Conference.

A letter was received from Coaching NL approving a grant of \$1,000.00 towards the CDC certification training for Wayne Allen.

A memo was received from Revenue Canada notifying the organization of the results of the final audit for 2014.

A memo was received from the President of Golf Canada regarding the quarterly report.

A letter was received from SportNL regarding participation at the annual Stars & Legends Gala. The Treasurer will review his schedule and determine if he will be available to attend the event on behalf of the organization.

Committee Reports

a) Financial Report

The Treasurer provided a financial report up to March 13th, 2015. At the present time GNL has a bank balance of \$10,220.00 with outstanding accounts receivables (including prior years) in the amount of \$53,393.00 and accounts payable of \$31,095. The major outstanding account has been addressed and payment in full will be processed in the coming weeks. The only other outstanding account is a \$900.00 fee for one of the 2014 Development Team players. After the Board held a detailed discussion on the steps to be taken, the

Regional Director for Golf Canada was requested to determine how Golf Canada might handle this type of situation. In the meantime, the Executive Director noted that steps have been taken to ensure the situation does not arise in future.

b) Rules Director

Rules Director Jim Sloan reported that the online rules sessions will be completed on March 29th with a sample exam. The main clinic will be held April 23rd to 26th at Bally Haly Country Club with five to ten participants. Overall the online program ran very well and now provides GNL with the opportunity to provide the clinic across the province in future years.

In the coming months the Rules Committee will be involved in hosting a rules session at the Spring Junior Development Camp and visiting the two host venues for the Provincial Championships on the weekend of June 5th. The Director noted that he will not be required to recertify this year and therefore the total funds for rules will not be required.

c) Course Rating/Handicap Director

Course Rating/Handicap Director Sandra Sparrow reported that the course rating results from 2014 have been uploaded online. Ms. Sparrow also noted that the Committee will be working diligently this summer to complete the ratings of six (6) courses noted in the last meeting.

d) Junior Director

It was noted that the next meeting of the Junior Committee will be held in the coming week and a special meeting will be held to create the selection criteria for players eligible to represent the Province at the 2017 Canada Summer Games.

e) Membership Director

Membership Director Ray Tuck referred to the minutes of the Membership Committee meeting and noted that the Committee has identified two (2) potential membership benefit programs. One benefit will include securing a partnership with a province-wide hotel chain to offer a preferred rate when using the GNL/Golf Canada membership card. A meeting with a potential hotel chain will take place in the coming week.

The other initiative includes the development of a Golf Passport program that would have two objectives. The objectives include offering members the opportunity to win a number of prizes and encouraging members to play golf in various locations across the Province. The initiative is in the concept stages and more details will be provided at future meetings.

f) Competitions Director

In the absence of Competitions Director Jan Peters, the Executive Director referred to the minutes of the Committee meeting held on March 12th, 2015. In reference to the minutes, the Committee has been dealing with planning for the fundraising initiative to be held April 10th at Portobellos. Work has begun on planning the 2015 provincial championships including developing the online registration using BlueGolf, ordering tee gifts, bag tags, creating posters and securing sponsorship. The Committee discussed the call for proposals to host the 2017 and 2018 provincial championships. The Board requested that the document be adjusted to have the minimum yardage at the hosting courses set at 5,800 yards.

g) Marketing Director

In the absence of Marketing Director Paul Kelly, the Executive Director reported that the Committee is continuing to work on the redevelopment of the website utilizing the services of *1-2-1 Marketing*. At the present time the site is approximately 85% complete and it is projected that the site will be activated by April 1st.

The development of the 2015 Golf Guide has been delayed due to negotiations with Pippy Park related to its pending membership; however, it is anticipated that the Guide will be available by late April. It was noted that the website address on the Facebook page reads "*nlgaonline*". The Executive Director was requested to input the correct address.

h) President's Report

The President noted that there is nothing to report at this time.

i) Hall of Fame

Hall of Fame Chairperson Steve Wedgwood reported that the Committee anticipates holding a meeting in early to mid-May.

j) Archives/Strategic Plan

Archives/Strategic Plan Chairperson Adam Stanley stated that there is no activity to report at the present time.

k) Executive Director

The Executive Director reported that over the course of the next few months he will travel to Toronto to attend the TARS Seminar, be involved in course visitations from April 26th to May 1st, present at the Annual Meeting of the PEI Golf Association on May 9th and, plan the Junior Development Camp from May 16th to 18th at Clovelly in St. John's.

New Business

a) Golf Coastal Canada Update

The planning minutes of GCC was tabled for review. The Board was informed that ACOA has approved the 2015 project in the total amount of \$367,000.00 and will include a sponsorship of The Nova Scotia Open, television advertising program, enhancement of the website, attendance at the event with an Exhibitors Booth, and the ability to promote and market each provincial product separately or as a group. It was noted that GNL will once again be the administrator for the project and approximately \$6,000.00 will be generated after project expenses.

b) 2014-2015 Updated Schedule of Activities

The Executive Director tabled an updated document outlining the various activities and initiatives of the organization for the coming year. The Executive Director referred to a number of events he will be attending in the coming months including the TARS Seminar, annual Course Visitation program and the Junior Development camp. It was noted that due to scheduling issues, the Executive Director will not be attending the Provincial Executive Directors meetings that are slated for June 23rd and 24th in Vancouver.

c) 2014-2015 Initiatives

The Executive Director reviewed the list of imperatives for the coming year and felt that most if not all of the initiatives identified should be actioned with the support of the Board and volunteers.

d) Golf Canada Membership Model Implementation Plan

The Secretary reported that he held a conference call with Golf Canada's Membership Director Karen Hewson and Regional Director Christine Dengel to discuss issues surrounding the implementation of a national membership fee model and the potential impact this new model could have on the financial stability of GNL.

He noted that during the discussion he stressed the fact that with the adoption of a new membership model, GNL is presently in a sound financial position with no projected membership due increases for the foreseeable future. He noted that the introduction of this model will have a major negative impact as it is estimated that a small percentage of members will access the new membership card.

There was a discussion on the potential financial loss, if any, and Golf Canada will not guarantee covering any lost revenues. It was noted that for 2015, GNL will not be a part of the transition and that during the months of July and

August; Golf Canada will have a better understanding of the potential impact of the new model.

After a lengthy discussion, the Board agreed to draft a letter to the membership informing them of the implementation of the new model with further discussions to be held during the annual course visitation program in late April.

Review Action Items

The list of action items was reviewed and noted that items were being addressed in a timely manner.

In-Camera Session

The Board deferred the In-Camera session to the next meeting.

Next Meeting

The next meeting of the Board will be held at Bally Haly Country Club on Wednesday May 6th, 2015 beginning at 6:00 P.M.

Adjournment

The meeting adjourned at 7:37 P.M. on a motion by Ray Tuck.

Action Items

Minutes/Priorities from Board Meeting
Secure volunteers for Strategic Planning Committee
Host Strategic Plan Committee Meeting in May
Vacant Vice-President Position
Schedule CPR/AED Training Session
Develop a Membership Benefits PowerPoint Presentation
Outstanding Development Team Player Account
Develop Golf Passport Program
Change Hosting Course Yardage Criteria to 5,800 yards from 5,600 yards
Change Website Address on Facebook Page
Cooke Family Contact Info to Secretary
Review Constitution/By-Law as it Relates to Executive Terms/Roles
Executive Director Contract
Draft LTAD Plan