

**GNL
BOARD MEETING
MINUTES
March 16th, 2016**

In Attendance

Steve Wedgwood – President
 Adam Stanley – Vice President
 Ken Casey - Treasurer
 Eddie Bearns - Secretary
 Howie Hansford - Competitions Director
 Jim Sloan - Rules
 Sandra Sparrow - Course Rating/Handicap Director
 Jamie Moran - Junior Director
 Paul Kelly - Marketing Director (conference call)
 Greg Hillier - Executive Director

Absent

Callum Tulloch – Membership Director
 Christine Dengel – Regional Director, Golf Canada
 Kay Thompson – Golf Canada Governor

Call to Order

The meeting was called to order at 6:10 P.M. by President Steve Wedgwood.

Agenda

It was moved by Ken Casey and seconded by Eddie Bearns to adopt the agenda as presented.

Carried

Minutes

It was moved by Sandra Sparrow and seconded by Ken Casey to adopt the minutes of the January 23rd, 2016 GNL Board Meeting as presented.

Carried

Business Arising from Minutes

a) Strategic Plan Process

The Board was informed that a meeting of the Strategic Plan Committee was scheduled for Monday February 22nd but had to be canceled because no members of the Committee were present. GNL has obtained the final Strategic Plan from GAO and plans to hold a meeting with the Committee in April to review and compare both plans.

b) Revised List of Activities

The Board was presented with a revised list of key activities and dates for the coming year for information purposes. The revised list updated a number of date changes and activities including the Atlantic and National Championships locations and dates for 2016.

c) 2016 Budget Approval

The Board reviewed and discussed the revised 2015-2016 budget as per the adjustments identified during the planning meeting on January 23rd.

After a detailed discussion on the budget, two items were noted:

1. A revenue area for Golf Guide Advertising should be included in the budget, and
2. A copy of the organization's insurance policy should be made available to the Board.

The budget will be amended to have a separate section for advertising revenue for the golf guide, and the Board will be provided with a copy of the insurance policy for review at the next meeting of the Board.

It was moved by Eddie Bearns and seconded by Adam Stanley to adopt the revised budget as presented.

Carried

Correspondence

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

1. GNL received an invitation to attend an RBC Physical Literacy Event hosted by the City of St. John's to explore how Sport for Life can support an application for an RBC Learn to Play Grant.
2. GNL received a memo from Adam Helmer, Director of Rules and Competitions with Golf Canada outlining the quota spot allocations for 2016. It was noted that GNL has maintained the same quantity of quota spots despite not competing in a number of competitions the past few years.

Committee Reports

a) Financial Report

Treasurer Ken Casey presented a balance sheet and income statement to March 11th, 2016. It was noted that a number of Board members could not open the files. In future the reports will be sent in PDF format and a request made to use brackets in future reports.

The Treasurer outlined the process that was used to review the potential date and location of the annual fund-raising event and confirmed that the event will be hosted at Glendenning Golf on Saturday June 18th. The initial planning meeting of the Committee will take place in the next few weeks and include identifying silent and live auction items, securing sponsorship and confirming the program. To date, Wedgwood Insurance has been confirmed as the golf activity sponsor and Sandals Resorts has been approached regarding one of the event sponsors.

The Treasurer noted that in order to host a successful event each member of the Board will be provided with 20 tickets and requested to sell the tickets to attain the anticipated 200 patrons. Also, once the event has been concluded the Committee will identify potential venues for future events of this nature.

b) Rules Director

Rules Director Jim Sloan reported that the Level III online rules sessions utilizing the Adobe Connect will be completed on Monday March 21st with a practice exam. This year approximately 14 individuals participated in the sessions and it is anticipated that five people will be writing the Level III exam as part of the annual clinic that will be held at Bally Haly Country Club from April 15th to 17th.

The Director has confirmed that the Level IV Rules Clinic will take place in Moncton, NB from April 22nd to 24th and he will be attending to challenge his re-certification.

c) Course Rating/Handicap Director

Course Rating/Handicap Director Sandra Sparrow reported that she and Eddie Bearns plan to attend the National Handicap Seminar in May on behalf of GNL. Eddie Bearns is in the process of reviewing the course rating calculations for a number of courses and will provide updated information to the Executive Director for distribution to the courses. This year, the courses that will require site visits include The Willows, Gander and Grand Falls.

d) Junior Director

Junior Director Jamie Moran reported that the Golf in Schools Program for the central to St. John's regions was completed in early March and a total of 6500 students participated in the program. The Western/Labrador Golf in Schools

Program will begin in late April with PGA member Wayne Allen as the instructor.

At present there are nineteen members on the provincial Development Team. Each regional camp has held a number of training sessions, sport science and a player/parent orientation session. GNL has hired a strength and conditioning coach in each region to work with the players over the course of the next four months.

The Board requested a list of players accompanied with each player's participating club.

On a final note, the Director mentioned the success of alumni Development Team Member Blair Bursey. It was noted that the story has been posted on GNL's website and Facebook and that Blair Bursey was named Athlete of the Week by *The Telegram*. On Monday March 21st the CBC Morning Show will be interviewing Blair. Blair's story was also posted under "Latest News" on the Sport NL website.

e) Membership Director

Due to the fact that the Membership Director Callum Tulloch was not available for the meeting the report was tabled for review.

f) Competitions Committee

Competitions Director Howie Hansford referred to the minutes of the last meeting and noted that the Committee has met on a number of occasions over the past few months. At present the Committee is working to attract a minimum of 28 ladies to the event and has revised the criteria for the Ladies Holiday Inn trophy, looking at reactivating the High Handicap award, and creating a Ladies Most Spirited Award.

The above activities combined with the ladies clinic during the practice round and other activities should attract more female interest. Work is progressing on securing one or two additional sponsors. Registration will open on Monday April 4th and the next meeting of the Committee will be held in early April.

g) Marketing Director

Marketing Director Paul Kelly reported that work has progressed on the 2016 Provincial Golf Guide with all member courses providing updated information. At present the document has been reviewed and is at the publisher for the development and revision of a final proof prior to printing. It is anticipated that the Guide will be available for distribution on April 20th.

GNL received information regarding the implementation of a Facebook Bluetooth initiative. The program is voluntary and provides the participating course with the opportunity to communicate with golfers whom are at the specific course. Information on the program has been distributed to the

membership for review and action. The Director also noted that Leigh Puddester has agreed to volunteer his time to participate on the Committee.

The President presented two drafts of a new logo that would reverse the colors in the present logo and incorporate the map of the Province on the right-hand side of the logo to replace part of the flag. The President highlighted the fact that while at the Annual Meeting of Golf Canada he noticed that the logo for Golf Quebec while similar stood out and felt that the GNL logo could provide a unique appeal and feel while retaining a similar look.

The Board reviewed the draft logo and discussed the matter in detail.

It was moved by Howie Hansford and seconded by Adam Stanley to adopt the logo and determine the most suitable font and style for the wording.

Carried

The Executive Director will contact Sid Williams to obtain the files and work on the font style, as well as develop a schedule to roll out the new logo.

h) President's Report

The President highlighted a number of points in his report (attached) including his attendance at Golf Canada's Annual Meeting in Halifax and pleased that he had participated in the event. He noted that he participated in the Provincial Council meeting and this group is in the process of refining its role and future goals and objectives.

The President highlighted the fact that Golf Canada has a number of nationally acknowledged programs but does not have sufficient programs to attract and retain the recreational golfer. He noted that he attended a presentation on the Metro Ladies League in Halifax and encouraged members of the Board to review the site.

Two major items that have or will be addressed at the meeting include a request to review the Provincial Quota allocation process and, as noted previously, the review and development of a new logo to define and differentiate the organization from other provincial associations and Golf Canada.

i) Hall of Fame

The Hall of Fame Chairperson Adam Stanley reported on a Committee meeting held in February. The Committee is presently reviewing the Hall of Fame and Awards Program. With GNL moving to a bi-annual online Annual Meeting, the Committee will redevelop the platform to host an annual Awards Program with the Fame of Fame Inductions to be held on a bi-annual basis.

The awards program could be held as a luncheon event and there is the potential to host the event at various courses across the Province. The

Committee is presently developing the Order Of Merit for the coming year and the next meeting of the Committee is scheduled for April 20th.

j) Archives

Archives Chairperson Eddie Bearn reported that he has been in contact with Charlie Cooke Jr. to obtain any documents he might have as it relates to the old NLGA. He plans to contact Mr. Cooke in three weeks to determine if there are any documents available to GNL for the Archives.

k) Executive Director

The Executive Director has nothing to report at this time as most of the issues and initiatives were addressed during the Committee reports.

New Business

a) May Board Meeting via Adobe Connect - July

The Executive Director reported that because GNL will be hosting the 2016 Annual Meeting online via the Adobe Connect it would be advantageous if the system was tested prior to that event. The President stated that the May and June Board meetings should remain as face-to-face meetings and that a special meeting could be held in late July via Adobe Connect to discuss the Championships and test the system. The Board concurred and the Executive Director will confirm the meeting date at the June meeting of the Board.

b) National Membership Model Implementation Plan 2016

The Board was provided with additional information related to the implementation plan of the new National Membership Model in 2016. The Board was informed that the Executive Director and President met with representatives of Golf Canada at the AGM to discuss plans to eventually engage GNL in the process and Golf Canada has been tasked with reviewing the process and providing feedback on potential options by the end of August.

c) Provincial Quota Spot Designation Dual Citizenship

The President addressed a request that was received from the Critch family (expat NL) asking GNL to consider providing a quota spot to their son Thomas if he manages to finish in a position at the Men's Amateur Championship in 2017 that would allow the awarding of a quota spot. The President noted that while the son was not born in the Province the family has strong ties and the request should be considered.

The Board discussed this request in detail and each member was provided with the opportunity to express their position on the subject. After a review the following motion was made:

It was moved by Eddie Bearns and seconded by Ken Casey to authorize the Board to review and make a decision on these types of request on a case by case basis and that base criteria are developed to guide the Board in the review and evaluation of requests of this nature following the criteria.

Carried

d) GNL Logo

This matter was addressed under the “Marketing Committee Report”

Review Action Items

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

In-Camera Session

The Board did not hold an in-camera session.

Next Meeting

The next meeting of the Board will be held at Bally Haly Country Club on Wednesday May 4th, 2016.

Adjournment

The meeting adjourned at 7:45 P.M. on a motion by Steve Wedgwood.

Action Items

Minutes/Priorities from Board Meeting
 Schedule Strategic Plan Meeting – April
 Post Coming Events on Website
 Provide Board with Insurance Policy
 Review RBC Physical Literacy Application Process
 Revise Balance Sheet and Income Statements in PDF
 Host Rules Seminar
 List of Development Team Players/Club to Board
 Obtain New Logo Formats – Develop Launch Plan
 Review Metro Ladies League Information
 Coordinate July Adobe Connect Board Meeting
 Develop Criteria for Quota Spot Allocation