

**GOLF NL  
BOARD MEETING  
MINUTES  
May 3<sup>rd</sup>, 2017**

**In Attendance**

Ken Casey - President  
Eddie Bearn – Secretary  
Steve Wedgwood – Past President  
Callum Tulloch – Membership Director  
Sandra Sparrow - Course Rating/Handicap Director  
Jamie Moran - Junior Director  
Howie Hansford - Competitions Director  
Paul Mills – Marketing Director  
Greg Hillier - Executive Director

**Observers**

Jeff Hutt, Regional Director Golf Canada  
Kay Thompson, Governor Golf Canada

**Absent**

Rex Anthony – Treasurer  
Jim Sloan - Rules Director

**1. Call to Order**

The meeting was called to order at 6:05 P.M. by President Ken Casey.

**2. Agenda**

*It was moved by Steve Wedgwood and seconded by Sandra Sparrow to adopt the agenda as presented.*

**Carried**

**3. Minutes**

*With the edit in section 4.2 and the edit in the Rules Director's Report, it was moved by Sandra Sparrow and seconded by Steve Wedgwood to adopt the minutes of the March 15<sup>th</sup>, 2017 Golf NL Board Meeting as amended.*

**Carried**

**4. Business Arising from Minutes**

4.1 Sponsorship Program Update

The Executive Director provided the Board with an update on the status of several confirmed partnerships for the year.

In terms of present partnerships, they include Old Dutch, Molson, Islandwide Promotions (fund-raising event), Jackson-Triggs, Browning

Harvey, Taylormade-Adidas, and Royal LePage. Wedgwood Insurance, Super 8, and Steele Hotels. Golf NL has reached out to the Hickman Group and BMW regarding a partnership proposal. Contact will be made with company representatives in the coming week to determine their status.

#### 4.2 Meeting with President of Golf Canada

It was reported that on Saturday April 22<sup>nd</sup>, several members of the Board met with Golf Canada President Roland Deveau. The purpose of the meeting was to introduce members of the Board and discuss three major topics including the regular visitation by Golf Canada staff, reduction in grant programs especially at the grassroots level, and the process of nominations for Governors positions.

Unfortunately, because of a medical issue, the Executive Director could not attend the Saturday evening meeting. However, on Sunday April 23<sup>rd</sup>, the Executive Director and President held a meeting to review the issues. Overall, both meetings were very positive with some anticipated positive outcomes.

#### 4.3 Tournament Trailer

In the absence of Treasurer Rex Anthony, the Executive Director reported that the Treasurer is still working on securing a Tournament Trailer and anticipates a positive response in the coming weeks. It was noted that the trailer will be parked at the Golf NL office parking lot and insurance will be secured once the trailer has been received.

#### 4.4 Provincial Association/Golf Canada Joint Strategic Plan

This topic will be addressed under “New Business” on the agenda.

#### 4.5 Course Visitation Review

The Executive Director reported that during the period April 23<sup>rd</sup> to 28<sup>th</sup>, the annual course visit program across the island portion of the province was completed. This year, Golf NL was accompanied by the newly appointed, Atlantic Director for Golf Canada, Jeff Hutt. The main purpose of these meetings was to provide information on programs and services, activities for the coming year, obtaining updated information for the website, industry profile, member survey and other topics.

As part of these meetings, members were provided with an update on the new National Membership Benefits Program which include insurance for power cart accidents, property damage and broken windshields, golf club replacement/repair insurance and a golf club identification program that will enhance the current offerings which

include but not limited to the Golf Canada magazine, official handicap and access to the Score Center.

The cost presently charged to member clubs per individual member is \$15. Under the new member benefits program the cost will be \$20.00 with the facility fee incorporated into the fee structure. Members were informed that while there will be an increase of \$5.00, this \$5.00 is the cost of goods to deliver the benefits. It should be noted that for an unaffiliated golfer the fee for these benefits would be \$50.

Overall, member's response to the new benefits program was positive. The Executive Director will follow up in the coming month to obtain additional feedback. If the response continues to be positive the Board will be requested to adopt the new program at the June 21<sup>st</sup> meeting and an education program will begin to inform the members of the transition process to the new program beginning in the new fiscal year.

#### 4.6 Sport NL Awards Concern

The Board reviewed the concern that was raised by the Vice-President regarding the selection process for the Annual Sport NL Awards Program. After a detailed discussion on the matter it was the consensus of the Board not to peruse the issue with the Board of Sport NL or the awards selection Committee.

### **5. Correspondence**

There were several pieces of correspondence to review including:

- i) Letter from Atlantic Lotto declining the request for a sponsorship partnership for the 2017 National Women's Championships at Humber Valley Resort.
- ii) A memo was received from Golf Canada regarding the Diversity Enhancement Initiative that has been undertaken and its status to date.
- iii) A press release was received from Golf Canada announcing the National/Provincial Website launch.
- iv) GNL received a notice from Golf Canada related to the approval of the new Mobile Clinics Grant Program for the coming year.

### **6. Committee Reports**

#### a) Archives

Archives Chairperson Eddie Bearns had nothing new to report now.

#### b) Competitions Committee

Competitions Director Howie Hansford reported that a meeting was held in mid-March and several issues were addressed including the development of several new sponsors, the revision to the schedule of activities, and incorporation of the practice round into the week prior to the championships. There are presently 60 individuals registered for the amateur championships including 12 females, there are presently four males registered for the juniors. The next meeting of the Committee will be held in mid-May.

#### c) Course Rating/Handicap Director

Course Rating/Handicap Chairperson Sandra Sparrow reported that a course rating of the Forward Tees will take place at Bally Haly Country Club. The course rating for Gander and The Willows has been completed and will be released in the coming days while the rating for Grand Falls Golf Club must be rechecked prior to release.

The Director reported that Humber Valley Resort raised a concern regarding course rating of their course. The manager at HVR feels that the ratings should be higher based on the difficulty on the course compared to other facilities.. The Director has tried to explain the rating process with no satisfaction. Therefore, with the consent of the Director, the Executive Director has reached out to Golf Canada Handicap/Course Rating Director, Craig Lourghy, to contact Humber Valley Resort and address the issue.

#### d) Financial Report

In the absence of Treasurer Rex Anthony, the Executive Director tabled the Income Statement and Balance Sheet for the period ending April 28<sup>th</sup>, 2017. It was noted that the organization has a cash balance of \$7,585.11 with no deviations from the previous year.

In respect to the fund-raising event scheduled for June 3rd, 12 tables of 8 have been confirmed and members of the Committee have identified additional companies and individuals to contact. The schedule of activities, meal, and entertainment has been finalized and the overall list of silent, live and raffle items have been secured.

The Committee, through the Marketing Committee, has adopted a new title for the event “The Drive...”. The announcement of the event has been circulated to the Board and Competitions Committee to begin securing tables. The Committee has secured several corporate sponsors and hopes to finalize the partners in the coming weeks. The next meeting of the Committee is scheduled for May 18<sup>th</sup>.

e) Hall of Fame

With the resignation of the Vice-President, the Executive Director reported that the Committee meeting scheduled for May 11<sup>th</sup> has been rescheduled to May 18<sup>th</sup>. Topics will include the confirmation of the list of counting events for the OOM and the identification of a male and female to begin the process of submitting nominations for the Sport Newfoundland and Labrador Hall of Fame.

f) Junior Director

Junior Director Jamie Moran reported that Wayne Allen continues to deliver the Golf in Schools Program throughout the province and has just returned from a week in Labrador. With a positive response, the organization has implemented a She Swings-She Scores program with over 450 female youth introduced to the game at three arenas. It was noted that the program will continue in 2018 as part of the GIS program.

Regarding the Development Team and Canada Games program, GNL has secured netting from Clovelly and has been provided with access to a facility for the junior players to use real golf balls during the winter sessions and incorporate the Flightscope. Plans are underway for the Canada Games play pool to attend a training camp in Winnipeg from May 24<sup>th</sup> to 28<sup>th</sup>. The Committee is also working on plans for the ninth annual junior camp at Terra Nova Resort from May 20<sup>th</sup> to 22<sup>nd</sup>.

Several other events will take place in the coming month including the Junior High School Invitational on May 19<sup>th</sup> and the High School Championships on June 2<sup>nd</sup>. GNL will also be operating the Tely Tour in 2017. If possible, the Executive Director will attend each event throughout the province.

g) Marketing Director

Marketing Director Paul Mills reported that the Committee has been involved in the redevelopment of the title and messaging for the fund-raising initiative. With the membership's consent, the golf guide has been discontinued and a rack card created to promote the use of the website to obtain information on the courses.

The website is presently being redeveloped and it is anticipated that an initial review will take place at the next Board meeting. The posters for various events have been redesigned, edited, printed and circulated to the membership in hard and digital formats.

The Director provided a report on funding from ACOA and noted that he held an initial meeting with a representative of the agency to

determine if there might be funding available to assist Golf NL in some of its marketing activities. The meeting was very positive and another meeting is scheduled for the week of May 8<sup>th</sup>.

If the outcome of this meeting is positive, an initial project proposal will be developed and submitted for review prior to actual application. An update will be provided at the next meeting.

#### h) Membership Director

Membership Director Callum Tulloch reported on several initiatives including:

The Membership Committee reviewed and approved the Golf Pass Program's Terms & Conditions. The promotional poster and ballot were reviewed and printed after required changes were made. The Executive Director distributed the program materials to clubs on the island during his recent course visitations.

The membership benefits poster was reviewed and required changes were made. The poster highlights the Golf Pass Program, Green Fee Discount and Hotel Benefit Program. Since our previous meeting the following hotel benefits have been agreed: Super 8 Motel - \$109.00 January to June and September to December and \$129.00 July to August. Steele Hotels – Preferred Corporate Rate.

At Golf Canada's recent AGM, President Ken Casey and the Executive Director held discussions with Golf Canada representatives regarding the National Membership Model. Golf Canada has implemented several initiatives into the new model which include insurance for power cart accidents, property damage and broken windshields.

These new offerings will supplement their current offerings which include Golf Canada Magazine, official handicap and access to the Score Center. The cost currently charged members' clubs per individual member is \$15 which would increase to \$20 under this new model. The facility fee that Golf Canada wanted to charge has been incorporated into the fee increase. During the course visitations Greg Hillier and Jeff Hutt (Atlantic Director Golf Canada) reviewed the potential new membership model with member clubs. The response from clubs so far has been positive and reactions will be reviewed at the next membership meeting.

The next meeting is scheduled for Monday May 8<sup>th</sup>.

#### i) Rules Director

Due to the absence of Rules Director Jim Sloan, the report was deferred until the next meeting.

j) President's Report

The President had nothing new to report other than some of the topics previously discussed.

k) Executive Director

The Executive Director reported that he will be attending the provincial Executive Director meetings hosted by Golf Canada in Toronto from May 8<sup>th</sup> to 10<sup>th</sup>. It was noted that the Executive Director will be away from May 24<sup>th</sup> to 31<sup>st</sup> but will be accessible via cellphone or e-mail.

## **7. New Business**

### 7.1 Vice-President Resignation

The Board was informed that effective immediately the Vice-President has resigned due to work and personal obligations. The President noted that he met with the Vice-President who wished to ensure the Board that his sole reason for resigning is because of business and family commitments. It was the consensus of the Board to try and identify an individual to fill the position for the next Annual Meeting; however, if an individual expressed interest his/her name should be forwarded to the Executive Director for action.

### 7.2 Future Board/Committee Meetings Location

The Board was informed that with the relocation of the office to the Sport NL complex, Golf NL will have access to its boardroom and conference room to host Board and Committee meetings. It is anticipated that beginning in September most if not all Committee meetings will be held utilizing Adobe Connect.

### 7.3 Joint Strategic Plan Initiatives

With the adoption of the joint strategic plan between Golf Canada and the Provincial Associations, the next step in the implementation process is for each association to identify three imperatives. These imperatives will be tabled for discussion at the Provincial ED meetings with the goal of being implemented in 2018.

After a detailed discussion of the matter the following three initiatives were identified:

- i) Enhance and develop the Get Linked program to grow the game from the grassroots;

- ii) Transition the full Golf NL membership into the new National Benefits Program;
- iii) Become and remain fiscally responsible by creating a balanced budget and/or annual surplus.

### **8. Review Action Items**

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

### **9. In-Camera Session**

The Board did not hold an in-camera session.

### **10. Next Meeting**

The next meeting of the Board will be held on Wednesday June 21<sup>st</sup>, 2017 beginning at 6:00 P.M. NST in the conference room at the Sport NL office at 1296 Kenmount Road.

### **11. Adjournment**

*The meeting adjourned at 7:30 P.M. on a motion by Ken Casey.*

### **Action Items**

Minutes/Priorities from Board Meeting  
 Confirm Corporate Partners For 2017  
 Status of Tournament Trailer  
 Joint Strategic Initiatives Update  
 National Membership Benefits Program Update/Recommendation  
 Create Golf Development Center Committee  
 Revise Signing Officers