

**GOLF NL  
BOARD MEETING  
MINUTES  
December 6<sup>th</sup>, 2017**

**In Attendance**

Ken Casey – President  
Rex Anthony – Vice President  
Chris Young – Treasurer  
Len Woodford - Secretary  
Callum Tulloch – Membership Director  
Wayne Allen – Competitions Director  
Greg Hillier - Executive Director

**Absent**

Sandra Sparrow - Course Rating/Handicap Director  
Jim Sloan - Rules Director  
Jamie Moran - Junior Director

**Observers**

Catherine Thompson – Golf Canada Governor  
Jeff Hutt – Golf Canada Regional Director, Membership

**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 Rex Anthony and seconded by Len Woodford to adopt the agenda as presented.*

**Carried**

**3. Minutes**

*The minute in 4.1 under Business Arising was amended to reflect the fact that the meeting with the new CEO of Golf Canada was “hosted by Golf Canada Governor Catherine Thompson at Clovelly” and not “by Clovelly”.*

*It was moved by Rex Anthony and seconded by Callum Tulloch to adopt the minutes of the September 26<sup>th</sup>, 2017 Golf NL Board Meeting as amended.*

**Carried**

## **4. Business Arising from Minutes**

### 4.1 National Member Benefits Program Update

The Board was informed that over the past month the Executive Director has developed and presented a ten (10) month plan for the implementation of the new National Gold Membership Program. This plan includes the development and approval of a financial agreement with Golf Canada, provision of marketing assets to begin the promotion of the membership to clubs and individuals and the transition of the member clubs to the new platform on the Score Center.

Golf Canada has designated a member of their staff to work with Golf NL during the transition period. Part of the implementation plan will be to meet and greet golfers at the first tee at various courses to provide a rack card promoting the Gold Membership and highlighting the benefits. More details will be forwarded after the next meeting of the Membership Committee in January.

### 4.2 Annual Meeting – Hall Of Fame Dinner Review

The Board discussed the AGM and Hall of Fame & Awards event. Overall, the board was pleased with the weekend. The Executive Director noted that attendance was low and suggested the board review the potential to provide accommodations and some form of travel subsidy for at least one representative of a club to attend the meeting and workshop sessions.

This matter will be reviewed in the coming months and placed on the agenda for the planning meeting in January.

### 4.3 Partnership Program Update

The Executive Director informed the board that Golf NL has secured all of its sponsors from the past year with the exception of Browning Harvey. However, a meeting is scheduled with representative of the company in mid December to review the partnership with an anticipated renewal for 2018.

In mid November the President and Executive Director met with a representative of the Hickman Group to provide an overview of the organization and a detailed list of marketing assets, programs and services with a focus on junior golf.

The company was contacted to determine the status of the potential partnership and was informed that the company is presently reviewing all of its options for the coming year and no decision has been made regarding a potential sponsorship with Golf NL. a follow up call will be made in early January.

In the meantime, if any member of the board knows of a company that might be interested in some form of partnership with Golf NL and the junior program to forward the information to the Executive Director.

## **5. Correspondence**

There were five (5) pieces of correspondence to review including:

- i) A memo was received from Golf Canada announcing the players that have been selected for the National/Development Team and Team Canada for 2018. It was noted that Thomas Critch who has direct ties to NL has been selected to the Development Team.

The Executive Director noted that Blair Bursey remains eight on the National Order of Merit and unfortunately did not achieve his goal of making Team Canada this year. In discussions with this family he continues to work on this game and is having another stellar year at UVU in his final year. He is also receiving some support from the coaching staff at Golf Canada.

It is uncertain of Blair's plans at the completion of college but the family will keep Golf NL abreast of any developments and expressed support were possible.

- ii) A memo was received from Golf Canada announcing the Annual Meeting scheduled for January 27<sup>th</sup> in Calgary Alberta. The Executive Director and President are scheduled to attend these meetings and more details will be forwarded in the coming month.
- iii) A memo was received from Golf Canada providing an update on the status of the Equity and Diversity Initiative. A status report will be presented to the Board of Directors of Golf Canada in the next month and additional information will be provided once the final report and recommendations has been adopted.
- iv) A letter from the Championships Director for Golf Canada to confirm that Terra Nova Resort & Golf Community have be selected host of the 2020 National Men's Mid-Amateur Championship. This letter will allow Terra Nova to begin the planning process for this competition.
- v) The board reviewed a letter from the Accountant regarding the management review as part of the auditing process.

## **6. Committee Reports**

- a) Archives

Archives Chairperson Len Woodford reported that he has held a general discussion with the Executive Director on the role of this postilion and will focus on contacting Charles Cook Jr to determine if

the Cook family has information, documents, etc to provide to the organization.,

b) Competitions Committee

Competitions Director Wayne Allen reported that he will be working with the Executive Director to confirm a committee and schedule an initial planning meeting for January.

c) Course Rating/Handicap Director

With the absence of Course Rating/Handicap Chairperson Sandra Sparrow, a report was deferred until the next meeting.

d) Financial Report

Treasurer Chris Young referred to the income statement and balance sheet for the period ending November 29<sup>th</sup>, 2017. The Treasurer noted that Golf NL is in the process of addressing outstanding accounts and will be working towards developing a budget for 2018. He has held a number of discussions with the Executive Director regarding the financial position, control and assets of the organization.

e) Hall of Fame

The minutes of the last Hall of Fame Committee were referenced and the board will be provided with an update on activities at the next meeting.

f) Junior Director

With Junior Director Jamie Moran absent a report was deferred until the next meeting.

g) Marketing Director

With the resignation of the Marketing Director, the Executive Director reported that he is working with the outgoing Director to finalize the new website including securing the domain name, and will be meeting with the Director in the coming week to obtain various documents and materials.

A potential replacement has been identified and will be contacted in the coming week to determine his interest in filling the position.

h) Membership Director

Membership Director Callum Tulloch reported that a committee meeting will be held in January and a report on activities will be presented at the next meeting of the board.

i) Rules Director

With Rules Director Jim Sloan absent, a 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 annual National Player Development meetings hosted by Golf Canada in Oakville from December 12<sup>th</sup> to 14<sup>th</sup>.

## **7. New Business**

### 7.1 Board Meeting Schedule

The Executive Director apologized that the board meeting schedule was not included in the package and will ensure it is available for the next meeting.

### 7.2 Board Planning Session – Meeting January 20<sup>th</sup>

The board was informed that the annual planning meeting to develop the budget, identify key imperatives for the coming year, review committee initiatives and host a regular board meeting will be held on Saturday January 20<sup>th</sup>. An agenda with detailed information will be circulated at least a week prior to the meeting to enable members to review the material.

### 7.3 Board Contact Information

The Board was provided with a sheet outlining the contact information for each board member. The board was requested to review their personal information and if there are any changes to notify the Executive Director.

### 7.4 Marketing Director's Resignation - Replacement

The Board reviewed the e-mail from Paul Mills announcing his resignation from the board effective November 23<sup>rd</sup>, 2017. An individual has been suggested to replace the outgoing Marketing Director and the Executive Director will contact the individual to determine his interest in filling the position and provide a report at the next meeting.

### 7.5 Golf Canada/Provincial Association Partnership Agreement

The President informed the board that this matter was addressed at the last meeting of the provincial Council and the chairperson was informed that Golf NL has approved this partnership document in principle. The Executive Director was corresponding with Golf Canada's Membership Director on finalizing this agreement and will be contacting the CEO to finalize the document for review by the board prior to signing.

### 7.6 Golf NL Insurance Renewal

The board was provided with the detailed insurance policy that was renewed through Sport NL in September. The policy covers board liability and insurance for hosting and operating events, programs and services. The cost of the policy is \$350.00 annually.

### 7.7 Christmas Closure

The board was informed that the office would be officially closed from Thursday December 21<sup>st</sup> until Wednesday January 3<sup>rd</sup> inclusive.

## **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 discussed holding an in-camera session and it was agreed to schedule one for the meeting in January.

## **10. Next Meeting**

The next meeting of the Board will be held on Saturday January 20<sup>th</sup>, 2018 beginning at 9:00 P.M. NST in the conference room at the Golf NL office

## **11. Adjournment**

*The meeting adjourned at 6:45 P.M. on a motion by Ken Casey.*

## **Action Items**

Minutes/Priorities from Board Meeting  
Develop Implementation Plan for Gold Membership Program  
Annual Meeting Attendance Subsidy Review  
Partnership Status  
Contact Cook Family RE: Materials  
Marketing Activities – Launch Website  
2018 Board Schedule  
Develop Budget  
Update Board Contact Information  
Contact Individual RE: Marketing Director Position  
Finalize Partnership Agreement with Golf Canada  
Status of Tournament Trailer