

**GOLF NL  
BOARD MEETING  
MINUTES  
March 11, 2019**

**In Attendance**

Ken Casey – President  
 Janine Fraser – Vice-President  
 Sandra Sparrow - Course Rating/Handicap Director  
 Ed Roche – Marketing Director  
 Chris Young – Treasurer  
 Len Woodford – Secretary  
 Wayne Allen – Junior Director  
 Greg Hillier - Executive Director  
 Nathan Peters – Competitions Director  
 Jim Sloan - Rules Director  
 Dean Sullivan – Membership Director

**Observers**

Catherine Thompson

**Absent**

Steve Wedgewood sends his regards, due to other commitments he was unable to attend.

**1. Call to Order**

The meeting was called to order at 6:02 P.M. by President Ken Casey who advised the board that Steve Wedgewood was confirmed to Golf Canada Governors council and we presently have two governors Kay Thompson and Steve Wedgewood.

**2. Agenda**

*Adoption of the agenda was moved by Sandra Sparrow and seconded by Nathan Peters*

**Carried**

**3. Minutes**

*It was moved by Chris Young and seconded by Len Woodford to adopt the minutes of the January 26<sup>th</sup>, 2019 Golf NL Board Meeting as presented.*

**Carried**

**4. Business Arising from Minutes**

4.1 Partnership Update

The Executive Director informed the board that all of our sponsors were confirmed from last year and talking to his counterparts in Atlantic Canada it has been tough getting sponsors. It is a plus for us to maintain status quo. We are still looking for a sponsor for the junior

development team program and if anyone knows of a potential company to let him know.

#### 4.2 Drug / Alcohol Policy

Golf Canada has finalized their Drug/ Alcohol Policy document and there were discussions on adopting the Golf Canada policy or developing our own policy. There was a detailed discussion on the issue, and it was agreed that the Executive Director would draft a GNL policy document based on the golf Canada policy for the committee to review at the next meeting.

#### 4.3 Updated Board Contact list

Both Jamie Fraser and Nathen Peters provided corrected information.

### **5. Correspondence**

There were four (4) pieces of correspondence to review including:

- I) Press Release Golf Canada RE: Distinguished Awards which was presented at Golf Canada's meeting in Montreal last weekend.
- II) Memo from Golf Canada RE: Appointment of Atlantic Regional Director Full-time. The official notification that Jeff Hutt has been appointed as Golf Canada's full-time Regional Director in Atlantic Canada.
- III) Letter from Golf Canada Foundation RE: Women's Fund Grant Approval . These funds were used to send Kay Thompson to the level 3 Rules certification.
- IV) Press Release from Golf Canada RE: 2019 Championship Schedule. Provides an overview of the competitions carried out by Golf Canada for the upcoming year with links to detailed schedules.

### **6. Committee Reports**

#### a) Archives

Archives Chairperson Len Woodford reported that he had met with the Executive Director and had started cataloging items and document that would be later stored with the Rooms.

#### b) Competitions Committee

Competitions Director Nathan Peters reported that during the last committee meeting Feb 13<sup>th</sup> they had discussed the Ladies championship at Glendenning and the change from a two day to three day competition with two divisions recreation and competitive to

hopefully create a better turnout. We are hoping to have 40 competitors.

We discussed the fee increase for provincial amateur championships from \$225 to \$250 in order to cover the cost of hosting the event.

One of the main things we talked about was the new rules changes and implementing them at this year's events. Most of the discussion was on the new stroke and distance rule and that it would make it easier on competitors as well as help the pace of play.

Greg presented the committee with a sample of the team uniforms for this year. Golf NL anticipates providing a golf bag, dozen golf balls, ball; cap, two golf shirts and a pull-over for the players representing the province at Atlantic competitions.

We discussed the gift bags for this year provincial tournaments, TaylorMade balls, refreshments tickets and a divot tool with the Golf NL logo on it.

The date for the upcoming events were reviewed, the Tely Tour championship is still not decided due to the sale of Terra Nova.

The annual fundraising event is planned for June 22<sup>nd</sup> 23<sup>rd</sup> but we are not sure of the location as it was held at Terra Nova last year.

Sandra suggested that the Royal LePage Provincial Amateur Championships which is the men's event be changed to the Royal LePage Provincial Men's Championships to reflect the separation of the Men and Ladies event.

#### c) Course Rating/Handicap Director

Course Rating/Handicap Chairperson Sandra Sparrow reported that the Harmon Seaside links in Stephenville requested changes to include combo tees and the information will be review and should be published soon. There was a discussion on trying to get someone from the west coast trained on course ratings. The executive director will reach out to Wilf Parly who had expressed an interest some years ago. The Executive Director informed the committee of the change to a new handicap system in September but didn't expect to see any major changes.

#### d) Financial Report

Treasurer Chris Young provided an updated financial statement and reported there wasn't much activity for the last couple of months. Greg sent out billings for the membership clubs totaling 30K and the junior development fees. On the expense side it is mostly wages and GIS (golf in schools) program. On the balance sheet we have 60K , 35K current receivables and 25K from last year. Most of the 25K is dues and is hard to collect due to the time of year.

e) Hall of Fame

Hall of Fame chairperson Janine Fraser had nothing to report as there is a committee meeting scheduled for April 21.

f) Junior Director

Junior Director Wayne Allen reported that regarding the junior championship location, the Executive Director had discussions with the receiver for Terra Nova and there is a backup if we cannot host the competition there. In the next couple of weeks, we will make that decision on the championship location.

As part of the goal of the GIS (Golf in Schools) program, we are trying to get a GIS kit into the school, so it is available to the teacher to use and is there when GIS instructor visits. There are number of schools that have the kits but is discussions with the schools they are underutilized. We will discuss how the program is working and how we can maximize their benefit and educate the teachers on how to run the golf program throughout the year. The kits are expensive, and the cost is usually split three ways, the school, GNL and a golf course that adopts the school. The kits are designed for K to 4<sup>th</sup> grade and when the Grade 5 & 6 use it the clubs don't seem to last. They will have a discussion on the program regarding what is working and not working and how to develop and improve the program.

We discussed the criteria for the Canada Games, the order of merit used to select the Canada Games team. There is an East Coast Junior tournament in New Brunswick this June. It is not a tournament sanctioned by Golf Canada but we have forward the information to our players.

We received a request from a parent to add a novice division to the Tely Tour, right now we have bantam, juvenile and junior for boys and bantam and junior for girls. The committee discussed the options and decided to continue with the present setup and invite players under 10 who have the ability, to play and compete. They can win the event but cannot get the order of merit points.

We are offering a community golf coach program Golf course this year at Blomidon. It is a two-day program run by Golf Canada, the coaches would not be certified but trained to deliver the Golf Canada learn to play program. It is targeted at parents, volunteers, students and golf club members of so they can help with junior programs at their golf club. The two-day event cost \$300 with lunch included.

The executive director updated the board on the Golf Development center at Pippy Park. In Feb the Executive director and Len Woodford met with Ric Mercer at Pippy Park Commission and it was confirmed that Pippy Park commission supports the initiate. The next step is to meet with the three courses in the city to discuss the objectives of the initiate which is to introduce people to the game and then sending them to the courses. The next step is to get approval in principle from the golf courses to proceed. The following step would be a feasibility

study to look at the structures and cost. It was hoped that it would be some capital investment available through the 2025 Canada games and this would be the catalyst to move this initiative forward. However, it looks like golf may not be in the 2025 Canada Games. The executive director stressed to Golf Canada and his provincial counterparts the importance of having golf in the Canada Games. He will be meeting with the NL Minister of Sport to highlight this point and hopefully have the Province select golf to add to the games.

We had hoped that the Golf Development center could be a legacy of the 2025 Canada games. Greg highlighted the need to have certified coaches as this is an area that the Canada games evaluates, golf in previous years has requested an exemption from this evaluation. It is an incentive for players in the golf development program to have the Canada games available to them.

The development team training is going ahead on a weekly basis and attendance is good. The spring camp for this year will be at Glendenning and will be two days instead of three as a result of the drive from the west coast.

#### g) Marketing Director

The Executive Director reported that they have a marketing meeting this morning. Out of the five companies approached regarding request for proposals for the three year marketing strategy project, three proposals came in, The idea Factory, Prime Creative and Agency 80.

All members of the marketing committee except for the chair were given a copy of the proposals and an evaluation sheet to review the proposals and come up with their score. We met this morning to review the results and it was unanimous that the Idea Factory had scored the highest for each evaluator. The committee recommends that Golf NL should hire the Idea Factory for the Marketing Strategy contract. The executive director provided a copy of each proposal for board to view and return at the end of the meeting and reviewed the assessment criteria for the evaluation. There were four members of the committee who assessed the proposals.

*Jamie Fraser moved that the board accept the consensus of the marketing committee and the Idea Factory be awarded the Marketing Strategy contract. Len Woodford second the motion.*

**Carried**

#### h) Membership Director

The membership director Dean Sullivan reported that they had covered a lot of issues regarding increasing membership. There is a lot of marketing material provided by Golf Canada regarding membership so we decided to focus on some key benefits that we can market to the club members and the public members. So we are trying to get this marketing material in order and develop a strategy to get it to new potential members. There was a discussion among committee members on getting the material to the club members as clubs will pass along

information that maybe only of interest to the club. The committee is trying to find ways to encourage clubs to pass along this information. The President informed the board that at the last AGM , Golf Canada is coming up with a digital marketing component that will be released shortly. It will target the public player. It maybe a opportunity for GNL to market to the clubs. The Executive Director highlighted that the marketing committee is focusing on one marketing message that will resonate with everyone as an example replace broken or lost golf clubs. It is important that all the membership marketing material relate to the strategy and simplify the message.

Regarding the Go Golf cards, we are awaiting on a response from some courses, Humber Valley Resort, Pippy Park and Clovelly. We hope to hear from the clubs this week and can then we can finalize the card. We could raise approx.. \$15K of which \$7.5K goes back to the clubs and the other \$7.5 K goes to support the membership marketing strategy when it is developed.

There was a board discussion on the distribution of the Gold Card memberships and the need to streamline this process. Direct mailout to the members may resolve this and there was a board discussion around this. There is another Membership meeting set for this Friday.

#### i) Rules Director

Rules Director Jim Sloan reported that hey are doing week 10 of the Webinar training ending in a couple of weeks with a practice exam and the questions and review. He had been asked by Bally Haly to put off a one and half hr. instructional presentation April 24<sup>th</sup> on the new rules of golf. Golf Canada has provided a PowerPoint presentation outlining the new rule changes and it is hoped that more clubs will avail of this presentation. The Executive director has contacted the clubs advising them of this service.

The level 3 training in Moncton was cancelled due to the high turnout in Dartmouth NS and I will be attending the level 3 training in Ottawa. Next thing coming up is the level 2 rules seminar with optional exam to be held at the GNL boardroom April 26 -28<sup>th</sup> .

#### j) President's Report

The President Ken Casey reported that he was to the AGM in Montreal. WE started with a meeting of the Provincial Council and Golf Canada chaired by Leslie Dunning. Under Leslie there has been more open communications and between Golf Canada and the board. As she provided communications every quarter. The format for the conference was focus groups complied of three provinces and one director from Golf Canada. The directors would move between the different provincial groups. Outside of financial every province is doing the same activities, as with Gold Cards growing the

membership, course rating, rules etc. Each province put out an information sheet outlining their funding, which was some form of Gov funding. Eg Manitoba gets lottery funding, most of the other provinces receives some form of Gov funding and the lowest being \$65K. It was an eyeopener as GNL only gets \$32K.

The council brought up to Golf Canada that they should have more present at the Atlantic Championships and other non-sanction events and they agreed. It was suggested that the Humber Valley resort would be a good event to attend this year.

USGA representatives informed the group that there were courses in the western US that spend 2 million dollars per year buying water for the course. A lot of courses are changing the grass type to reduce water consumption while other courses cannot maintain this cost and may go under.

Molson/Coors in Montreal had built 10 outdoor refrigerated skating/hockey rinks to expose kids who do not get a chance to skate and play the game. Golf Quebec has gone to Molson/Coors and the city and are now putting golf nets up so kids who would not get a chance to try the game can now do so. They have already built 10 and the 11<sup>th</sup> is under construction. They are looking at operating these year-round. There were several interesting speakers and it was an informative week.

Next year's meeting will be in Toronto.

#### k) Executive Director

The Executive Director reported he was also at the AGM and to add, there was couple of good educational sessions. The theme of the conference was innovation. I requested the presentations from the USGA and the R&A as they can provide information to our courses on how they operate in their country, the US and UK and what ideas may be worth implementing.

We had an Executive Director/ Golf Canada meeting and discussed in detail the Multi year membership agreement. We discussed Digital Marketing Strategy that a couple of provinces were funding, but as we have a 3 year Marketing Strategy I informed them we will not be funding this initiative.

We discussed the opportunity to sell public player membership through facilities and I informed them of what we done regarding this.

The last seminar of the AGM was a panel discussion with the CEO of Golf Canada and the provincial Executive Directors. It was a Q&A session regarding major priorities and initiatives where I highlighted what we are doing at GNL with the GIS program and that we had put through 27000 kids through this program.

We are planning to have the Provincial Executive Directors meeting every 2 months as opposed to the present quarterly meetings.

## **7. Other Business**

1. 7.1 Golf Canada Strategy Plan

At the AGM conference, Golf Canada presented their Strategic plan for the next 4 years. The GNL strategic plan was compared to the national and although we have separate priorities the overall approach is consistent with regards to priorities, which is basically to grow the game.

7.2 Golf NL Strategy Plan was made available for the Board to review and adopt at this meeting, there was a discussion on the plan and how the plan was updated.

*The motion to adopt the GNL Strategy Plan was moved by Ed Roche and seconded by Sandra Sparrow.* **Carried**

7.3 Multi Year Membership Agreement

The Golf Canada draft document was circulated to the board. Golf Canada is process of making changes to the document to update Golf NL concerns and after a number of years they finally agreed that they will not touch our fee structure. The Facility fees that we charge to our members will remain the same. The executive director reviewed the present facility fee structure with the board. Golf Canada wants to increase membership dues every year but at present this is not feasible in NL. This was highlighted to Golf Canada and we are waiting to have it included in the updated agreement. As the Provincial Sport organization, part of our mandate is to work with the National Sport Organization. The final draft Document will be presented to the board for review and signoff.

7.4 2019 Provincial Association Priorities to provide information to the board on what other provincial association are focusing on.

7.5 2021 Provincial Championships – Tamarack Golf Club

We have agreed in principal to host the 2021 Provincials at the Tamarack Golf course and the Executive director provided the board with the minutes of a meeting with the Tamarack Club. The executive Director addresses the need to have the airfare between \$500 & \$600 per person in order to host the event. The Club is working on this cost and is confident it is feasible. We are having monthly meeting via teleconference. The accommodations will be more than reasonable. The club is talking to PAL and have confirmed the hosting grant of \$7500 will go towards travel cost. They are also looking for other funding avenues. The Executive Director highlighted to the club that it would be nice to confirm the costs so GNL could promote the 2021 championships at the Provincials this year. There is a concern regarding the condition of the course that time of year and want to host the event in the middle of July. It conflicts with a number of our junior events (Atlantics) so the Executive Director suggested we hold the 2021 Junior on the island. This will be discussed at the next meeting with the club and the board agreed.

## **8. Review Action Items**

No previous action items to review

**9. In-Camera Session**

The Board elected not to hold an in-camera session

**10. Next Meeting**

The next meeting of the Board will be held on Monday April 29<sup>th</sup> 2019 and will be held in the conference room at the Golf NL office.

**11. Adjournment**

*The meeting adjourned at 7:51 P.M. on a motion by Ken Casey.*

**Action Items**

Minutes/Priorities from Board Meeting  
Contact Wilf Party re Course rating training