

**Golf NL
Board Meeting
Minutes
November 14th, 2018**

In Attendance

Ken Casey – President
Chris Young – Treasurer
Ed Roche – Marketing Director
Wayne Allen – Junior Director
Greg Hillier – Executive Director

Observers

Catherine Thompson
Jeff Hunt

Absent

Nathan Peters – Competitions Director
Sandra Sparrow – Course Rating/Handicap Director
Len Woodford – Secretary
Jim Sloan – Rules Director

1. Call to Order

The meeting was called to order at 6:10 P.M. by President Ken Casey

2. Agenda

It was moved by Chris Young and seconded by Ed Roche to adopt the agenda as presented.

Carried

3. Minutes

It was moved by Ken Casey and seconded by Wayne Allen to adopt the minutes of the September 19th, 2018 Golf NL Board Meetings as presented

4. Business Arising from Minutes

4.1 Annual General Meeting

The Board discussed plans for the 2018 Annual General Meeting that will take place on Wednesday November 28th beginning at 4:30 P.M. Via Adobe Connect. The following points were noted:

Financial report: The accountant is in the final stages of completing the annual audit and the financial document will be circulated to the board in the coming week.

Reports: The Executive Director noted that he has received two annual reports from Directors and Officers and requested each member to complete and submit his or her report by Thursday November 22nd as these reports will be circulated prior to the AGM

Nominations: There is presently six positions slated for election at the Annual Meeting with four of these positions having a nomination. Golf NL is in the process of contacting several individuals to consider filling the Vice President and Membership Director positions. The goal is to have at least one nomination for each position to table at the meeting.

Member Notice: Several notices have been circulated to the membership and in the past few weeks contact has been made with most of the members to encourage participation in the Annual Meeting. At present, Golf NL is anticipating representation from ten members.

Location: It was noted that anyone wishing to attend the meeting in person is welcomed in the main conference room at the Golf NL offices.

Plan Pre-Event Meeting: The Board was requested to attend a meeting prior to the Annual Meeting. The meeting is scheduled for Wednesday November 28th with the purpose of reviewing the agenda, discuss the reports and ensure the Board is prepared for the meeting.

Partnership Program

The Executive Director has confirmed the renewal of most of the partners for 2019. A meeting has been held with Wedgwood Insurance and informed that the company is in the process of reviewing its partnership program for 2019. A meeting is scheduled with Browning Harvey for the early part of December. An update on the status of these partnerships will be provided at the next meeting of The Board.

4.3 2019 Membership Dues – Junior Players

The Board discussed the membership dues for junior players and Golf Canada's recommendation to increase these fees so that all levels of Gold Membership are consistent in pricing. The Board discussed this topic in detail with the following motion:

It was moved by Chris Young and seconded by Ed Roche that the membership fees for the junior players will increase to \$20.00 like the fee for adult membership. This fee will begin in 2019.

Carried

5. Correspondence

There were three (3) pieces of correspondence to review including:

A letter was received from Golf Canada informing the organization that Golf NL would receive a grant in the amount of \$16,616.00 for its participation and delivery of the Future Links programs in 2018.

Golf NL received a draft Drug & Alcohol policy that is being developed by Golf Canada. At present, Golf NL does not have any policy related to this topic. The Board tabled this subject to the next meeting.

Golf NL received a press release from Golf Canada announcing members of Team Canada for the 2019 season.

6. Committee Reports

a) Archives

In the absence of the Archives Chairperson Len Woodford, the Executive Director reported that the Secretary met with the Executive Director to review the items to be archived. The Secretary will be reaching out to representatives of The Rooms to confirm the types of materials that can be archival and the documentation process that will be required to be followed. It is anticipated that work on the documentation will begin January 2019. \

b) Competitions Committee

In the absence of the Competitions Director Nathan Peters, the Executive Director reported that the next meeting of the committee will be held on Thursday November 16th to review the championships from the past year and begin the planning process for 2019.

c) Course Rating/Handicap Director

Course Rating/Handicap Chairperson Sandra Sparrow was absent, her report was deferred until the next meeting.

d) Financial Report

Treasurer Chris Young reported that the initial draft of the 2018 audited financial statements has been received and together with the Executive Director, the report is being reviewed to adjust any error, omissions etc. At first review it would appear that Golf NL will have a net surplus of approximately \$5,000.00. The final report will be circulated once the required adjustments have been made by the auditor.

e) Hall of Fame

In the absence of the Chairperson, the Executive Director referred to the minutes of the last committee meeting. It was noted that the selection of the annual award winners for all of the nominated positions have been completed and Golf NL is in the final stages of completing of OOM for the Amateur Golfer of the Year awards. The committee has decided to present awards at the winner's home course during one of the course's initial events in the Spring of 2019. It was felt that this process would heighten the awareness and exposure of the program and reduce costs.

f) Junior Director

Junior Director Wayne Allen reported that the committee will be holding a regular committee meeting next week to review various programs and to begin the selection of players to invite to the 2019 Provincial Development Team program.

g) Marketing Director

Marketing Director Ed Roche reported that an Instagram account has been created with a soft launch and support requested from members to submit real time photos of their course. The committee has identified the photo of the 10th hole at Humber Valley Resort as the new iconic photo for 2019 and will use this photo in various promotional materials including in the full-page ad in the 2019 Provincial Travel Guide.

In reference to the development of the three-year marketing strategy, Golf NL has met with the provincial Tourism Division and a second meeting with ACOA to discuss potential funding and support the initiative. While the reception from the province was not positive, ACOA was more than receptive in supporting the initiative to approximately 50%. An application has been completed and submitted for funding and it is anticipated that Golf NL should receive an approval or decline prior to the holidays.

In reference to the support from the province, the committee felt that the next step to be taken is to request a meeting with the Premier to outline our position and determine if there is any support to assist with the development and implementation of the strategy. At present, a letter to the Premier is being drafted and it is anticipated that a meeting with the Premier can be arranged for early in the new year.

h) Membership Director

The Executive Director reported that at the Provincial Executive Director/Golf Canada meetings in Tampa in early November there was a discussion on a potential increase in the Public Player dues from \$49.99 to \$54.99 in 2019 and a \$2.00 annual increase in the next few years. The additional funds generated from the increase would be used to support a digital marketing campaign to promote the Golf Membership.

After a detailed discussion on the topic the following motion was made:

It was moved by Wayne Allen and seconded by Chris Young to support the increase in Public Players fees to support the national initiative and recommend that if the fees were to increase that the full increase should be implemented immediately.

Carried

i) Rules Director

In the absence of Rules Director Jim Sloan, the Executive Director reported that Jim Sloan and Bruce Watson attended the Teach the Teacher workshop in mid October. These two individuals are preparing to attend the Level III rules certification clinic in Halifax during the last weekend of November along with Kay Thompson and Len Woodford.

General information, schedule and other documents related to the online rules education program have been circulated to the membership. It is anticipated that four to five individuals will be identified to be active participants and challenge the Level II exam in the spring. Golf NL is in the process of providing an invitation to officials in the Atlantic region to avail the online program.

j) President's Report

The President reported that the provincial Council has a term of reference that the Council has adopted. The meeting is tentatively scheduled for late November. An update will be provided at the next meeting

k) Executive Director

The Executive Director reported that he will be attending the annual meeting of the national Player Development group hosted by Golf Canada from December 3rd to the 5th with Golf Canada covering most of the travel expenses.

7. New Business

7.1 Golf Canada Annual Meeting

The Board was informed that the Annual General Meeting of Golf Canada will be held from February 27th to March 2nd in Montreal. Golf NL has been informed that Golf Canada will no longer cover the travel and hotel expenses for Executive Directors to attend the meeting. However, the Executive Directors are welcomed to the meetings. This matter will be discussed at the annual planning meeting of The Board in January.

7.2 Golf NL Renewed Insurance Policy

The Board was informed that Golf NL has renewed its annual insurance policy for the coming year that includes director/officer liability and event coverage. A copy of the policy was included in the board package.

7.3 Golf Canada Foundation Grant Application

The Board was informed that Golf NL has made applications to the Golf Canada Women's Fund to obtain financial support for Kay Thompson to attend the Level III rules certification program in Halifax. The status of the application will be determined in mid-December.

7.4 ACOA Funding Approval RE: National Championships

The Executive Director referred to a letter received from ACOA in regard to its funding to support the 2016 and 2017 National Championships and the issue of funding that was received in support of these events

The Executive Director reported that he has been in contact with representatives of ACOA to obtain clarification on the calculation of the funding received and the rationale for the reduced financial contribution. It was noted that the calculation of funding was based of a projected budget of approximately \$115,000.00 for eligible marketing activities however the final budget was approximately

\$18,000.00. Therefore, ACOA could only pay the percentage of support based on the final budget.

Golf NL received an initial payment of approximately \$7,000.00 after the 2016 championships and issued the payment to Clovelly feeling that this amount would cover only the Clovelly event and a separate claim would be submitted for the National Championships and Humber Valley Resort. Unfortunately, due to the formula for calculating the contributions based on the rationale above, ACOA had issued the full payment for both events.

After a detailed discussion on the matter, it was agreed that Golf NL would review the matter in six months and if at all possible, provide some financial support to Humber Valley for the hosting of the competition.

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 Wednesday November 28th,2018 beginning at 3:00 P.M NST in the conference room at the Golf NL office.

11. Adjournment

The meeting adjourned at 7:35 P.M. on a motion by Ken Casey.

Action Items

Minutes/priorities from Board Meeting
AGM Planning/Implementation
Board Nominations
Finalize Audited Financial Statements
Review Drug/Alcohol Policy
Inform Golf Canada RE: Player Fee Increase
Contact Humber Valley Resort RE: Funding Status for Nationals
Develop Junior Scholarship Program Forms

