

**GOLF NL
BOARD MEETING
MINUTES
June 21, 2018**

In Attendance

Ken Casey – President
Rex Anthony – Vice President
Len Woodford - Secretary
Nathan Peters -Competitions Director
Sandra Sparrow - Course Rating/Handicap Director
Jim Sloan - Rules Director
Greg Hillier - Executive Director

Absent

Chris Young – Treasurer
Ed Roche – Marketing Director
Wayne Allen – Junior Director

Guest

Catherine Thompson – Golf Canada Governor

1. Call to Order

The meeting was called to order at 7:33 P.M. by President Ken Casey.

2. Agenda

It was moved by Rex Anthony and seconded by Jim Sloan to adopt the agenda as presented.

Carried

3. Minutes

The minute in heading 4.4 was amended to Rule of Two Draft Policy instead of Role of Two Draft Policy.

It was moved by Rex Anthony and seconded by Chris Young to adopt the minutes of the April 30th, 2018 Golf NL Board Meeting as amended.

Carried

4. Business Arising from Minutes

4.1 Membership Director's Position

The board agreed to leave till the fall.

4.2 Gold Membership Program Update

The Executive Director had meet with all the courses with the exception of the two courses in Labrador that will be visited next week. Most of the courses are moving their membership to the Gold Program. It was asked, would it be beneficial to show benefits of the program to the courses, the Executive Director suggested we provide the stats and update. We have a total of approx. 3000 members with about 80% to join the Gold Membership program and approx.500 public members with a club receiving \$ 20 out of the \$ 50 membership cost.

It was asked how the membership package was were sent out, eg through the mail, as some of the executive hadn't received their packages to date. Ken would check on the activation process and how seamless it is while the Executive Director will contact Golf Canada to request an update on the distribution process.

4.3 Go Golf Card Initiative

This was a new initiative to generate revenue for the clubs and GNL. The executive Director reported that as of June 1, 40 cards had been sold. Three weeks prior to the implementation information was sent to the clubs. The feedback was positive with comments that none of the clubs in the St. John's area were on the card. There were no cards on site, as the Executive Director was the contact for purchasing a card. The card cost is \$50 plus HST.

Information on the card is on Facebook, in the Evening Telegram and on the GNL web site. There was a discussion on ways to reach more clients through digital media.

4.4 Executive Director Contract Extension

I was agreed by the executive to put this as the last item of the meeting. The executive discussed the Contract Extension Proposal in detail and the financial cost to the board. The discussion covered the amount of work the Executive Director does and the positive impact he has had on improving Golf NL since taking on the position.

Motion to accept the extension as per the Contract Extension Proposal document. It was moved by Sandra Sparrow and seconded by Jim Sloan

Carried

5. Correspondence

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

- i) The board reviewed a letter from Golf Canada regarding the 2018 Performance Coaching Grants and the approval of \$2000 towards high performance coaching.
- ii) The board received an invitation to the Premier's Athletics Award Reception held on May 10th
- iii) The board received and discussed the notice request for Coaches for the North American Indigenous Games
- iv) The board received and discussed the notice request for Athletes for the 2020 North American Indigenous Games
- v) The board received and discussed the Press Release: We are Golf . It was noted that there was a national golf day on May 29 in Ottawa.

6. Committee Reports

a) Archives

Archives Chairperson Len Woodford stated that there was nothing new to report.

b) Competitions Committee

Competitions Director Nathan Peters reported there were presently 100 players registered for the Adult Provincials with 14 females. It was decided to have the second and third day of the competition sorted by score. There are 16 juniors and one female for the Junior Provincials. There was some discussion and the placement of the female as two competitors were required to compete for a title. The one girl would have to play in the boys division.

The cutoff date for registration has been extended and the Executive Director would send out an email to all clubs.

c) Course Rating/Handicap Director

Course Rating/Handicap Chairperson Sandra Sparrow, reported that there was no update, a couple of courses to do this year.

d) Financial Report

Treasurer Chris Young was absent and the financial report was deferred, the Executive Director stated we were in a good financial position and he was completing the application for 32,000.00 from the Sport Division of the Provincial Government.

e) Hall of Fame

Hall of Fame chairperson Rex Anthony reported that they were in good position to promote nominations to all the clubs and were reaching out to encourage individual members along with the clubs.

f) Junior Director

Junior Director Wayne Allen was absent, and his report was deferred until the next meeting.

g) Marketing Director

In the absence of Marketing Director Ed Roche, the Executive Director reported that they were continuing to work with ACOA and the Government to secure funds for the development and implementation of a three year marketing program. It is anticipated that a meetings with representatives of the Tourism Division and ACOA will take place during the summer with the goal of submitting an application for funding in September.

h) Membership Director

In the absence of a Membership Director the board was encouraged to identify potential candidates to fill the position and forward same to the Executive Director for follow up.

i) Rules Director

Rules Director Jim Sloan reported that he did a 45 minute presentation at the Junior camp on respect in the sport, keeping track of your score and penalties, how to conduct yourself as it tied into the etiquette of the game.

The Director has confirmed four rules officials for the provincial championships and will be involved in the Future Links Atlantic in July..

j) President's Report

The President noted that the next meeting of the Provincial Council was held in late May and will table the minutes at the next meeting.

k) Executive Director

The Executive Director had nothing to report at the present time.

7. Other Business

7.1 Junior Scholarship Program Concept

The Executive Director reported that we are one of the few provinces that doesn't have a junior scholarship program. We should look including it in part of the fundraising and use it as an acknowledgement and to promote junior golfers and their achievements. As an example, two \$500 scholarships given away for male and female. This was highlighted as a good idea and the executive director would work on the criteria for the selection process this fall. Golf NL send out information to players, eg development team, to make them aware of what is available in terms of scholarships and burseries..

7.2 We are Golf Initiative

A National Golf Day was launched on May 24th in Ottawa by the golf industry association to make MPs' and senators aware that golf is not just a sport but an industry as well as a health initiative.

7.3 The Drive Fundraising Review

There was a two-day event at the Terra Nova Golf Resort & Golf Community in June which included a live auction and raffle. The event raised 15,000.00 to support the Championships Program. Thus far the feedback from attendees was positive and people were looking forward to next year's event.

It was noted that if we get a few more sponsorships, it would increase the revenue. During the next meeting of the fundraising committee will be looking for feedback for next year's event.

7.4 Labrador Visitation

The Executive Director will be leaving Wednesday for Labrador and back Thursday with a visit to the courses in Labrador City and Happy Valley-Goose Bay.

7.5 Summer Student Program

Golf NL was approved for four student positions. Three had been hired as Junior Golf Instructors with one for western, one for central and one for St. John's. The students would be helping golf courses, schools and facilities with their junior programs.

8. Review Action Items

No previous action items to review.

9. In-Camera Session

The Board held an in-camera session to review, discuss and recommend a contract extension for the Executive Director till December 31st 2021.

10. Next Meeting

The next meeting of the Board will be held on Wednesday September 19th beginning at 6:00 P.M. NST in the conference room at the Golf NL office.

11. Adjournment

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

Action Items

Minutes/Priorities from Board Meeting
Contact Golf Canada regarding Gold membership package distribution
Check with Golf Canada on examples of coverage claims for clubs etc
to use as promotional info for next year.
Draft Scholarship Program
Identify Membership Director