

**GOLF NL
BOARD MEETING
MINUTES
April 30th, 2018**

In Attendance

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

Guests

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

Regards

Rex Anthony – Vice President

1. Call to Order

The meeting was called to order at 7:05 P.M. by President Ken Casey.

2. Agenda

With the addition of 7.5 “Sport NL Lottery” under “Other Business”, it was moved by Len Woodford and seconded by Sandra Sparrow to adopt the agenda as amended.

Carried

3. Minutes

It was moved by Wayne Allen and seconded by Sandra Sparrow to adopt the minutes of the March 15th, 2018 Golf NL Board Meeting as presented.

Carried

4. Business Arising from Minutes

4.1 Membership Director's Position

With the resignation of Membership Director Callum Tulloch, the Board of Directors was requested to put forward any individual they feel might be interested and suited to fill the position. The Executive Director will follow up with the individual(s).

4.2 Gold Membership Program Update

The Executive Director reported that during the annual course visitation program a considerable amount of time was spent with each member outlining in detail the new National Member Benefits Program, the transition process, benefits of association, implementation program and invoicing.

Each course was provided with various promotional materials to be used by the club in their pro shops to promote the sale of gold memberships. Golf NL outlined the implementation of a sales incentive program whereby the club that sells the most public player membership cards will receive a wine/barbeque party at the end of the season. Details of the were presented to each course outlining the incentive program.

The promotion of the new Gold Membership has begun with information included in the monthly eNewsletter. The anticipated transition of all courses to the new membership program through the Score Center should be completed by the end of May.

4.3 Respect in Sport Draft Policy

The Executive Director tabled a draft of the final “Respect in Sport Policy”. After a detailed discussion it was agreed to include the player respect component. The policy will be revised and circulated to the Development Team, coaching staff, and parents for implementation.

4.4 Role of Two Draft Policy

The Board reviewed the “Role of Two Policy” and concurred with the wording. This document will be provided to coaching staff, parents, players, and officials and implemented this year.

4.5 Golf Development Center Update

The Executive Director reported that he has been with representatives of Pippy Park Commission. The Commission indicated they are still very interested in Golf NL completing a feasibility study to determine the economic viability of a Golf Development Center in the present location of the driving range. It was agreed by both parties to solicit members for the Committee after which an initial planning meeting will be held in the early fall. Len Woodford has expressed an interest in serving on the Committee and will be contacted when the preliminary meeting will be held.

4.6 Strategic Plan Review

The Board was informed that each Committee is in the process of reviewing and revising their component of the strategic plan and that an updated plan will be presented to the Board in the fall for review and approval for the next three years.

4.7 Go Golf Card Promotion Status

The Board was informed that Golf NL has confirmed ten courses to participate in this pilot program. The purpose of the program is to increase revenue for the courses; increase rounds played and generate revenue for Golf NL to contribute towards increased marketing activities.

The participating courses will receive a set fee for participating in the program, as well as a percentage of funds based on the number of coupons that will be redeemed at the course. These funds will be the directed and credited towards that course's 2019 membership fees.

The pilot program has a limited number of cards and will only be available for use during the 2018 season. Golf NL will be monitoring and controlling the sale of the cards and obtaining some basic demographic information on each purchaser for future reference. It is anticipated that the cards will be available for sale by the end of May.

5. Correspondence

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

- i) The Board reviewed a notification on the hosting of the annual Sport NL Hall of Fame & Awards Dinner.
- ii) The Board reviewed a letter requesting support for a fundraising event in support of the Humboldt tragedy. Golf NL will contribute a golf package for an auction.
- iii) The Board was provided with an update from the President of Golf Canada.
- iv) The Board received a memo from Golf Canada regarding the replacement of one of the Board of Directors.

6. Committee Reports

a) Archives

Archives Chairperson Len Woodford reported that Golf NL has provided The Rooms with permission-based forms to allow the facility to use and display materials from Golf NL at any time. This is a standard practice when materials are placed at The Rooms.

b) Competitions Committee

Competitions Director Nathan Peters reported that registration for the championships opened on April 2nd and at the time of reporting there are 4 juniors and 35 amateurs registered. Meetings are scheduled with representatives of each host club in May and the local Tournament Chairperson has been identified and confirmed. The next meeting of the Committee is scheduled for June 14th.

c) Course Rating/Handicap Director

Course Rating/Handicap Chairperson Sandra Sparrow reported that she and Eddie Bearns will be attending the bi-annual course rating seminar from May 6th to 7th in Oakville. The committee is presently checking on the rating of Humber Valley Resort and informed the Board that The Wilds has switched the back nine to the front nine again.

d) Financial Report

Treasurer Chris Young referred to the income statement and balance sheet for the period ending March 31st 2018. The Treasurer noted a number of aspects of the financials including the sponsorship of Royal LePage and Wedgwood Insurance, a loan that has been secured from AGO to maintain a positive cash flow and a number of adjustments that were made at year-end. The Treasurer noted that Golf NL will need to address the credit card issue as presently it is secured by the Executive Director.

e) Hall of Fame

In the absence of Hall of Fame Chairperson Rex Anthony, the Executive Director reported that the Committee is in the process of reviewing the HOF policy, identifying the OOM events for the coming year, and investigating ways to increase nominations from member courses and individuals. Members of the Committee will be soliciting nominations from courses in their respective regions and, as this is an Annual Awards year, the deadline for nominations has been moved to September 15th.

f) Junior Director

Junior Director Wayne Allen reported that 17 players including four females have confirmed participation on the Provincial Development Team and that Trevor Hefferan has replaced Jamie Moran as eastern regional coach. Outdoor training will begin on the west coast in mid-May and Glendenning Golf will be the training site for the players in the eastern region.

The Committee is in the process of planning the annual junior spring camp for the weekend of May 19th to 21st in Terra Nova Resort. Presently there are 12 players registered for the event with a goal of 30. The Committee will be conducting a Kinduct program for five of the Development Team players during the camp and is in the process of reviewing the OOM for the 2021 Canada Games player selection process.

The Golf in Schools program has been completed on the east coast with three more kits added in schools in the region. The program is progressing well with over 10,000 students participating and three schools adopting kits. Registration for the Tely Tour has opened with 15 players registered at this point. The Tour schedule has been completed with the first event scheduled for June 26th at Pippy Park.

g) Marketing Director

Marketing Director Ed Roche reported that members of the Committee will be meeting with representatives of ACOA on May 3rd to present the three year marketing brief and discuss the potential funding to support the initiative. The Committee reviewed the Go Golf card initiative, revised the promotional posters and will be working on the weekly Golf Report, and monthly eNewsletter format as well as other opportunities over the next month.

h) Membership Director

With the resignation of Membership Director Callum Tulloch, 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 Golf Canada has confirmed the dates and location for the “Teach the Teacher” seminar for officials who will be delivering the new rules education seminars in 2019. Bruce Watson and he will be attending the seminar. The Director noted that Golf NL will also have to send officials to Halifax to complete the rules seminar and take the exam for certification.

j) President’s Report

The President reported that the Provincial Council will be meeting via conference call on May 21st and he will provide an update at the next meeting of the Board.

k) Executive Director

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

7. New Business

7.1 Request for Sponsorship – Golf Canada

The Board reviewed a request from Golf Canada to provide a financial contribution towards a fundraising event. However, because of the financial situation of the organization it was felt that Golf NL is not able to make a contribution. The Executive Director will contact Golf Canada with a response.

7.2 Member Visitation Report

The Board was informed that during the period April 23rd to 27th, the Executive Director and Golf Canada's Atlantic Regional Director completed the annual course visitation program. During the week fourteen courses were visited and provided with information on the various programs and services of the organization, as well as discussing in detail the new Gold Membership program.

Overall, the members were pleased with the progress the organization has made over the past few years and was impressed with the new approach to some of the marketing activities. During the next month the Executive Director will be meeting with the five other member courses including a trip to Labrador in June.

7.3 Code of Conduct – Sector Check Request

The Board discussed the requirement to have all volunteers who are involved in officiating, coaching, and volunteering with the organization to complete and submit a vulnerable sector check and code of conduct. Individuals will be provided with a letter from Golf NL (attached) that will waive the fee requirement and the check will then be forwarded to the Golf NL office. This program will be implemented in the coming week.

7.4 Executive Director Contract Extension – Compensation Request

The Executive Director reported that he will provide a proposed compensation package for an extension at the next meeting of the Board.

7.5 Sport NL Lottery

The Board was informed that Sport NL will be launching the “Great Sport Chase” lottery in the coming week and is looking for support from all sports to assist in promoting the event. It was agreed that Golf NL will work with Sport NL to schedule a number of tweets and Facebook posts during the course of the twelve-week lottery.

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 elected not to hold an in-camera session

10. Next Meeting

The next meeting of the Board will be held on Wednesday June 20th, 2018 beginning at 6:00 P.M. NST in the conference room at the Golf NL office.

11. Adjournment

The meeting adjourned at 8:30 P.M. on a motion by Ken Casey.

Action Items

Minutes/Priorities from Board Meeting
 Identify Membership Director
 Implement National Member Benefits Program
 Redraft Respect in Sport Policy
 Implement Respect in Sport Initiative
 Circulate Rule of two Policy
 Golf Development Center Committee Members
 Review/Update Strategic Plan
 Implement 2 for 1 Green Fee Promotion “Go Golf” Card
 Contact Golf Canada Re: Decline Contribution
 Implement Vulnerable Sector/Code of Conduct Checks
 Executive Director Contract Extension
 Support Sport NL Lottery Promotion
 Status of Tournament Trailer