

**GNL
BOARD MEETING
MINUTES
March 15th, 2017**

In Attendance

Ken Casey - President
Adam Stanley – Vice-President
Rex Anthony – Treasurer
Steve Wedgwood – Past President
Jim Sloan - Rules Director
Paul Mills – Marketing Director
Greg Hillier - Executive Director

Observers

Jeff Hutt, Regional Director Golf Canada

Absent

Eddie Bearns – Secretary
Callum Tulloch – Membership Director
Sandra Sparrow - Course Rating/Handicap Director
Jamie Moran - Junior Director
Howie Hansford - Competitions Director

1. Call to Order

The meeting was called to order at 6:15 P.M. by President Ken Casey.

2. Agenda

It was moved by Stephen Wedgwood and seconded by Rex Anthony to adopt the agenda as presented.

Carried

3. Minutes

It was moved by Rex Anthony and seconded by Paul Mills to adopt the minutes of the January 28th, 2017 GNL Board Meeting as presented.

Carried

4. Business Arising from Minutes

4.1 Sponsorship Program

The Executive Director provided the Board with an update on the status of a number of confirmed and potential partnerships for the year. It was reported that after a number of meetings, Munn Insurance and Collingwood Spirits & Wines has decided to pursue other opportunities for various reasons.

In terms of present partnerships they include Old Dutch, Molson, Islandwide Promotions (fund-raising event), Jackson-Triggs, Browning Harvey, Taylormade-adidas and Royal LePage. There are a number of other companies that have been approached regarding partnership, these include Lamb's, Super 8, Steele Hotels and BMW. It is anticipated that over the course next few weeks a number of these companies will have determined their status with the organization.

4.2 Golf Development Center Update

The Board discussed the status of the Golf Development Center Project. It was reported that the initial steps will include the development of the Terms of Reference. The initial goal will be to complete a feasibility study that would determine the type and size of facility, services, amenities, capital and operating costs and management structure.

It is anticipated that the committee and TOR will be in place to begin work in the fall. The chairperson of the committee requested a copy of the letter of support in principle from Pippy Park and noted that an initial planning meeting with the Executive Director will be held on March 16th.

4.3 Tournament Trailer

Treasurer, Rex Anthony reported that he has a potential contributor to provide a 12' trailer to the organization. He stated that he is in discussions with representatives of the company and should have confirmation in the next two weeks. Jeff Hutt from Golf Canada noted that Golf NB has a trailer they use for their competitions and will provide Golf NL with photos of the interior layout of their vehicle.

4.4 Provincial Association/Golf Canada Joint Strategic Plan

The Board reviewed and discussed the Joint Strategic Plan that was created by Golf Canada's Provincial Council. A general discussion took place with the following motion:

It was moved by Adam Stanley and seconded by Steve Wedgwood to adopt the Joint Strategic Plan as presented.

Carried

With the adoption of the plan, The Executive Director reported that the next step is for the Board to identify a number of initiatives that could be implemented in partnership with Golf Canada. The Board will be provided with a number of initiatives for consideration at the next meeting.

5. Correspondence

There were a number of pieces of correspondence to review including:

- I) A letter was received from the Minister of Health, Wellness and Social Development confirming the approval of a hosting grant in the amount of \$10,000.00 for the 2017 Canadian National Ladies Mid-Amateur/Senior /Super Senior Championships at Humber Valley Resort from August 22nd to 24th.
- II) A memo was received from Lighthouse Consulting outlining the process that has taken place regarding the search for a new CEO of Golf Canada and the anticipated timelines for the review, screening and selection process.
- III) A memo was received from Sport NL regarding the annual Stars & Legends Awards Gala. The President and Executive Director will attend the function on behalf of the organization.

6. Committee Reports

a) Archives

Unfortunately the Archives Chairperson Eddie Bearns was unable to attend the meeting because of work obligations; therefore, any discussion on the program was deferred until the next meeting.

b) Competitions Committee

In the absence of Competitions Director Howie Hansford, the Executive Director provided an update on a number of items including the confirmation of Danny O'Neill as the local Tournament Chairperson, the revision of the tournament schedule to allow competitors to schedule a practice round during the week prior to the competition and retaining the same registration fees as in previous years.

It was reported that the field size will be limited to 144 players with 100 designated for males and 44 for females. Depending on the registration response the field can be expanded to 156. It was noted that the registration deadline is June 28th. Due to the change in the practice times, the schedule for the players meeting and social has been changed to 6:00 P.M. on Sunday July 9th.

c) Course Rating/Handicap Director

Unfortunately the Course Rating/Handicap Chairperson Sandra Sparrow was unable to attend the meeting; therefore, any discussion on the program was deferred until the next meeting.

d) Financial Report

Treasurer Rex Anthony tabled the Income Statement and Balance Sheet for the period ending March 11th, 2017. It was noted that the organization has a cash balance of \$14,210.72 with the initial invoicing issued to a number of sponsors. There are no deviations from the previous year.

In respect to the fund-raising event scheduled for June 3rd, the Treasurer reported that a number planning meetings have been held over the past six weeks. This year the event will include a buffet style meal with fixed seating for 160 patrons, Snook has been confirmed for the entertainment and Fred Hutton and Paddy Daley will provide Emcee and auction services.

Tickets for the event will be \$175.00 per person including golf or \$125.00 per person for the meal, entertainment and auction. There will be 20 tables of eights guests and members of the Board, fund-raising committee and Competitions Committee will be requested to sell tables for the event.

The committee is in the process of finalizing the new title for the event and messaging. Once confirmed the information will be circulated to begin selling tables. The committee has identified a number of potential corporate sponsors for this event and hopes to confirm these partnerships by the end of April.

e) Hall of Fame

The Vice-President and Hall of Fame Chair Adam Stanley reported that the next meeting of the Committee will be held on March 16th. A number of topics will be addressed including the addition of a number of stroke play team events, review of the OOM and the inclusion of a new award for officials. An update will be provided at the next meeting.

F) Junior Director

Unfortunately the Junior Director, Jamie Moran was unable to attend the meeting because of work obligations; therefore, any discussion on the program was deferred until the next meeting.

g) Marketing Director

Marketing Director Paul Mills reported that the Committee held a number of meetings in the past few weeks. The committee is in the process of reviewing, evaluating and developing plans for the marketing program for this year including the review of the effectiveness of the annual golf guide, layout of promotional posters, development a new website and enhancing the digital and social media presence of the organization. Discussions will take place with the membership to gather input as the committee meets to address various topics.

h) Membership Director

Membership Director, Callum Tulloch was absent for the meeting therefore a report was deferred until the next meeting.

i) Rules Director

Rules Director Jim Sloan reported that there were three week remaining in the online rules sessions and that plans are in place for the hosting of the Level III and IV rules clinic from April 21st to 23rd at Bally Haly Country Club in St. John's. Presently there are three individuals challenging the Level VI and potentially two individuals for the Level III.

The Rules Director noted that over the past three years the R & A, and USGA with the support of Golf Canada have begun the process of redeveloping the rules of golf to bring them inline with the 21st century, simplify the rules and reduce them from 34 to 24. More details on the transition to the new rules will be provided as they become available.

j) President's Report

The President reported that he attended that Annual General Meetings of Golf Canada from February 23rd to 25th in Toronto. During the three days he had the opportunity to meet a number of staff and other volunteers within the organization. Some of the highlights included a full day of meetings with the Provincial Council to review the joint strategic plan, meetings with the Membership Director of Golf Canada to discuss the national membership benefits program and attended a number of sessions including Handicapping and Competitions.

k) Executive Director

The Executive Director reported that Golf NL will be relocating to a new office at the Sport NL building on May 1st and that an Open House would be planned as part of the May 3rd Board meeting.

7. New Business

7.1 Annual Awards Program

The Executive Director reported that plans have been finalized for the hosting of Annual Awards Program will be held at the Gander Golf Club on Friday March 31st beginning at 11:30 A.M. To include a welcome reception, lunch and the presentation of awards ceremonies. 30 participants are anticipated to attend the event.

7.2 National Membership Model Overview-Recommendation

The Board was informed that during the Golf Canada annual meetings in Toronto the Executive Director held a number of meetings with the

Membership Director and Atlantic Regional Director of Golf Canada to discuss the National Membership Model, benefits program and the potential to transition the full membership of Golf NL to the new structure in 2018.

The meetings were very productive and there was a consensus on the price point for the individual membership card and facility fee to manage the Score Center that would see an increase in the individual membership fee from \$15.00 to \$20.00.

The Board accepted the recommendation in principle. The next step in the process is to discuss the new membership program with the members during the course visitations and begin planning for the eventual transition to the new model for the 2018 fiscal year.

7.3 Support for Blair Bursey

The Board discussed various ways and means of supporting Blair Bursey's family in striving to achieve his next goal of making Team Canada. It was noted that while Blair is ranked 8th in the national OOM he will need to compete in a number of major competitions and place well in order to obtain additional OOM points and secure a spot on the team. It was agreed that Golf NL would provide support in the amount of \$500.00 and that a number of other avenues would be explored to assist the family in covering some of the expenses of travel and registration for these competitions.

7.4 Meeting with President, Golf Canada – April 21st

The Executive Director informed the Board that the President of Golf Canada, Roland Deveau will be visiting the province to assist in the delivery of the Level III and IV rules clinics. A meeting has been scheduled with the Board and President for Saturday April 22nd to discuss a number of topics including the funding for junior programs, Governors Council and the regular visitation to the province by the Regional Director or other representatives of Golf Canada. The meeting has been confirmed and members of the Board were encouraged to attend the social and meeting on April 22nd. The Executive Director will send out a reminder notice leading up to the meeting.

7.5 Status – Tamarack Golf Club

The Board was informed that in February the maintenance shed and associated equipment and materials worth approximately \$600,000.00 at the Tamarack Golf Club was destroyed by fire. The disaster was not discovered until a few weeks afterwards. In discussions with representatives of the course it was noted that the insurance company will provide some initial support to rebuild the facility while the investigation is ongoing. The Executive of the course has met with the town officials who have agreed to provide some bridge financing to begin the construction and acquisition of equipment immediately. The response by the community and membership has been positive and the club is presently soliciting early membership renewal to generate cash flow to support then project. In discussions with representatives

of the club, the Executive Director offered to provide any assistance possible to support their efforts.

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 did not hold an in-camera session.

10. Next Meeting

The next meeting of the Board will be held on Wednesday May 3rd, 2017 beginning at 6:00 P.M. NST in the conference room at the Sport NL office at 1296 Kenmount Road

11. Adjournment

The meeting adjourned at 8:00 P.M. on a motion by Ken Casey.

Action Items

Minutes/Priorities from Board Meeting
Sponsorship Program
Create Golf Development Center Committee
Review Joint Strategic Plan
Membership Model Review
Meeting with President Golf Canada
Revise Signing Officers
Plan Office Relocation