

**GOLF NL  
BOARD MEETING  
MINUTES  
September 26<sup>th</sup>, 2017**

**In Attendance**

Ken Casey – President  
Rex Anthony – Treasurer  
Steve Wedgwood – Past President  
Callum Tulloch – Membership Director  
Sandra Sparrow - Course Rating/Handicap Director  
Jim Sloan - Rules Director  
Paul Mills – Marketing Director  
Greg Hillier - Executive Director

**Absent**

Eddie Bearn – Secretary  
Howie Hansford - Competitions Director  
Jamie Moran - Junior Director

**1. Call to Order**

The meeting was called to order at 6:00 P.M. by President Ken Casey.

**2. Agenda**

*It was moved by Rex Anthony and seconded by Paul Mills to adopt the agenda as amended.*

**Carried**

**3. Minutes**

*It was moved by Rex Anthony and seconded by Steve Wedgwood to adopt the minutes of the June 28<sup>th</sup>, 2017 Golf NL Board Meeting as presented.*

**Carried**

**4. Business Arising from Minutes**

4.1 Meeting with Golf Canada CEO

The Executive Director reported that on Wednesday July 12<sup>th</sup>, the new CEO, Laurence Applebaum, began his cross country tour with his first stop in St. John's. During his visit the CEO was invited to a breakfast meeting hosted by Clovelly with Judy Dobbin, Golf Canada Governor, Golf NL Rules Director, and others in attendance. The meeting focused on the state of golf in the province and the issues surrounding the engagement of juniors and females to the sport.

The CEO then met with the Executive Director to discuss a number of areas of concern. He was then hosted by the President and General Manager of Bally Haly Country Club for lunch. The meetings were very positive and productive and provided the CEO with an overview of the state of the golf industry in this province.

#### 4.2 National Membership Benefits Program Recommendations

The Executive Director tabled a memo from the CEO as a follow up from the Provincial Executive Directors meetings that took place in Saskatoon from September 6<sup>th</sup> to 8<sup>th</sup>. The main focus of the meetings was to discuss the Gold Membership Program, implementation process, and the identification of resources and collateral to support the promotion of the program.

With a suite of benefits including accident insurance (window and power cart), golf club identification, incident replacement and other offerings it was recommended to the Board that Golf NL adopt the Golf Canada membership program and implement the new model in the new fiscal year (October 1<sup>st</sup>).

The Executive Director noted that the adoption of the new model will mean an increase of \$5.00 based on the cost of goods and that there are a number of issues to address including the development of an agreement with Golf NL and Golf Canada in terms of cost sharing, facility fees, retail value, and retail sales by clubs.

*After a detailed discussion and review of the Golf Membership program, it was moved by Steve Wedgwood and seconded by Callum Tulloch to adopt the program.*

**Carried**

### **5. Correspondence**

There were two pieces of correspondence to review including:

- i) Golf NL received a letter from the Sport Division confirming approval for a hosting grant in the amount of \$2,000.00.
- ii) Golf NL received a letter from the Sport Division confirming approval for the annual Professional Assistance Program, Operating Grant and Canada Games funding. These amounts have been received.

### **6. Committee Reports**

a) Archives

In the absence of Archives Chairperson Eddie Bearn, his report is deferred until the next meeting.

b) Competitions Committee

In the absence of Competitions Director Howie Hansford, the Executive Director referred to the minutes of the last Competitions Committee meeting and highlighted the recommendation by the Committee regarding the hosting of the 2019 and 2020 Provincial Amateur and Junior Championships.

*After a discussion on the recommendation, it was moved by Rex Anthony and seconded by Paul Mills to approve the hosting of the Provincial Championships as per the recommendation of the Competitions Committee.*

**Carried**

It was noted that Blomidon Golf Club has suggested that the 2019 Amateur Championship be held on a weekend. The Executive Director will discuss the schedule further with each hosting club.

c) Course Rating/Handicap Director

Course Rating/Handicap Chairperson Sandra Sparrow reported that a concern was raised by a competitor at the Senior Ladies that Humber Valley Resort (HVR) course rating might not be accurate. The Director has held numerous discussions with the National Course Rating Director of Golf Canada regarding the rating of HVR and at this point the rating and slope are accurate as per national standards.

d) Financial Report

Treasurer Rex Anthony tabled the Income Statement and Balance Sheet for the period ending September 15<sup>th</sup>, 2017. It was noted that the organization has a cash balance of -\$18,410.21. The deficit was created due to the fact that Golf NL has a number of outstanding accounts and that the individual membership dues invoices were not processed until late September.

The Treasurer made reference to the fund-raising event held on July 29<sup>th</sup>. It was noted that 68 people were in attendance with the event generating a net revenue of \$14,980.07 as per the attached financial report. A meeting of the Committee will be held in the coming month to review the event and begin planning for 2018.

e) Hall of Fame

The Executive Director reported that a number of requests for nominations have been circulated to the member courses and a host of promotions have been placed in the weekly Golf Report, monthly eNewsletter, and to the general membership.

To date there are three nominations for the Hall of Fame with no nominations received for the Annual Awards. A Committee meeting is planned for mid-October to review the nominations, complete the selection process and begin planning for the awards dinner.

f) Junior Director

In the absence of Junior Director Jamie Moran, the Executive Director reported that the Junior Committee will be meeting in early October to begin a review and evaluation of the programs for 2017 and begin planning programs for 2018.

g) Marketing Director

Marketing Director Paul Mills referred to the minutes of the last Marketing Committee meeting that took place on Thursday August 31<sup>st</sup>.

The Director reported that the website is in the final stages of development and it is anticipated that the site will be activated on October 1<sup>st</sup> and if not then as soon as possible thereafter. The Committee discussed “The Grain” magazine that has been circulated to the database for the past three years. The Committee recommended that Golf NL discontinue the distribution of this publication and focus on developing articles, information and promotions that are more relevant to Golf NL and its members.

The Director noted that a draft briefing note was developed and revised by the Business Development Branch of Prime Creative in anticipation of a meeting with ACOA to discuss potential funding of a three year marketing strategy. It is anticipated that the meeting will be held in the coming weeks and a status report will be provided at the next meeting of the Board.

The Director was also involved in the review and creation of a new golf page for the 2018 provincial Travel Guide.

h) Membership Director

With the absence of Membership Director Callum Tulloch, a report was deferred until the next meeting.

i) Rules Director

Rules Director Jim Sloan reported that Golf NL officials were involved in the Provincial Amateur and Junior Championships, Junior High and High School Championships this past season. Three individuals from the province were designated officials at the 2017 National Senior

Ladies Championship at Humber Valley Resort and a number of volunteers were invited to participate in the starting and scoring.

Overall, it was a good year with only one major rules issue that took place at the Tely Tour Championship with one player in the Bantam Division alleging that another player recorded the incorrect score. The Executive Director outlined the steps that were implemented to address the complaint including a meeting of the Junior Committee that included the Rules Director. The conclusion was that the results would stand and no further action would be taken unless new evidence was provided.

The Rules Director informed the Board that due to the impending revisions to the Rules of Golf (2019) there would be no rules education program this winter.

#### j) President's Report

The President had nothing new to report other than some of the topics previously discussed.

#### k) Executive Director

The Executive Director reported that he attended the Provincial Executive Directors meetings hosted by Golf Canada in Saskatoon from September 6<sup>th</sup> to 8<sup>th</sup> that focused on the Gold Membership Program.

## **7. New Business**

### 7.1 2017 Annual General Meeting

The Board reviewed and concurred with the proposed schedule of activities for the 2017 Annual General Meeting that will be held November 24<sup>th</sup> and 25<sup>th</sup>, 2017 at Bally Haly Country Club.

The weekend will consist of a Board of Directors meeting on Friday afternoon, followed by supper and then the Annual Meeting beginning at 6:30 P.M. and conclude with a social.

Saturday will include a number of presentations consisting of the Tely Tour, Rules of Golf and Handicap System changes, National Member Benefits Program and a round-table to discuss Golf NL member benefits. The weekend will conclude with the Hall of Fame & Awards Dinner Saturday evening at Bally Haly.

Board members were reminded that the Friday afternoon meeting will mainly focus on a review and discussion of reports, and address any issues prior to the Annual Meeting that evening. It is important that all board members attend the meeting.

## 7.2 Hall of Fame & Awards Nominations

The above topic was discussed during the Hall of Fame Committee report. Board members were encouraged to review the awards program and promote nominations for the Hall of Fame and Annual Awards.

## 7.3 Board of Directors Nominations

The Board was informed that there are a number of positions for nomination this year including:

- \*Vice-President (1 year term)
- Treasurer
- Secretary
- Course Rating/Handicap Director
- Membership Director
- Tournament Director

All terms (except as noted\*) are for two years beginning on November 24th, 2017.

To date, the Secretary and Competitions Directors has stated that they will not be returning and the Membership Director is uncertain at this point. The Treasurer and Course Rating Director will inform the Executive Director of their status in the coming week.

In the coming week the Executive Director plans to circulate a notice to the members calling for nominations to the Board and working with the President to identify and approach candidates.

## 7.4 Subsidy to Clubs to Attend AGM

The Board discussed the potential of providing some form of subsidy to representatives of member clubs attending the Annual General Meeting. After a lengthy discussion on the topic, it was agreed to provide accommodations for a maximum of two representatives of each club outside the St. John's region.

The Executive Director is in the process of creating another notice of the meeting to the membership and will include this information in the next communication piece.

## 7.5 Championships Review

The above noted topic has been deferred until the Competitions Committee has had the opportunity to meet and review the championships in detail.

## 7.6 2018 Partnership Program

The Executive Director reported that in the coming month he will be meeting with partners from last year to review the sponsorship program and discuss partnership plans and agreements for 2018. Golf NL will be looking to secure a partner for the junior programs and have identified two car dealerships that will be approached. It was noted to contact Golf Canada to ensure there would not be a conflict of interest in light of the fact that Acura is presently the sponsor of Golf Canada's junior programs.

## **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 Friday November 24<sup>th</sup>, 2017 beginning at 3:30 P.M. NST in the conference room at Bally Haly Country Club.

## **11. Adjournment**

*The meeting adjourned at 7:40 P.M. on a motion by Ken Casey.*

## **Action Items**

Minutes/Priorities from Board Meeting  
 Status of Tournament Trailer  
 Develop Implementation Plan for Gold Membership Program  
 Contact Courses RE: Provincial Championships Hosting Confirmation  
 Cancel The Grain Magazine  
 Launch Website October 1st  
 Call for Nominations to Membership  
 Contact Members RE: Complimentary Accommodations for AGM  
 List of Present Sponsors to Board