

**GNL
BOARD MEETING
MINUTES
January 28th, 2017**

In Attendance

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

Absent

Eddie Bearns – Secretary
Howie Hansford - Competitions Director
Steve Wedgwood – Past President
Jamie Moran - Junior Director

1. Call to Order

The meeting was called to order at 12:02 P.M. by President Ken Casey.

2. Agenda

With the addition of “Invitation to City of St. John's Molson Coors Annual Awards Banquet”, it was moved by Rex Anthony and seconded by Adam Stanley to adopt the agenda as amended.

Carried

3. Minutes

It was moved by Rex Anthony and seconded by Sandra Sparrow to adopt the minutes of the December 7th, 2016 GNL Board Meeting as presented.

Carried

4. Business Arising from Minutes

4.1 Planning Meeting Discussion

During the Board planning session a number of points were noted:

- a) Overall tourism support for the industry is lacking and the organization, through the Marketing Committee, should develop a plan to address the issue and arrange a meeting with Premier Dwight Ball.

- b) Coordinate an effort to host a number of internal FAM Tours throughout the province.
- c) In terms of sponsorship programs, there was a suggestion to approach Verafin, RBC, and/or vehicle dealerships.
- d) A number of major initiatives were discussed in detail. Adam Stanley agreed to chair the Golf Development Center Initiative while Rex Anthony agreed to contact a number of individuals regarding access to a 12' trailer.
- e) With respect to the Canada Games Program, it was suggested to host a number of mentorship events with senior players who have competed on the Atlantic and/or National stage.
- f) The draft budget was reviewed in detail and after numerous questions and clarification the Board agreed to adopt the budget as presented.

4.2 Annual Meeting Review – Club Visitation

In reference to the above noted subject, the Executive Director informed the Board that instead of trying to poll the membership to obtain feedback to determine the reasons for not attending the AGM, the topic will be placed on the agenda for the course visitation program that will take place the last week of April.

4.3 Willingdon Cup Reception

The Board discussed the hosting of the Willingdon Cup reception. Overall the responses were very positive with 56 invitees in attendance including a number of Hall of Fame members. The only disappointment was the lack of representation by the media. However, Robin Short of *The Telegram* did call to state that he would not be available and, while the other major media outlets were contacted, the only media to show was VOXM.

4.4 Provincial Association/Golf Canada Joint Strategic Plan

The draft Joint Strategic Plan was tabled for discussion; however, the Board requested the document be deferred until the next meeting to give members the opportunity to review the material.

5. Correspondence

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

- I) A letter was received from Coaching NL approving a grant application for the Canada Games coach to attend a coaching symposium in September.
- II) A letter was received from Golf Canada Foundation approving a grant in the amount of \$6,000.00 to implement a She Swings-She Scores Program during the winter of 2017. 75% of the grant has been received and the remaining 25% will be received upon the submission of a final report and evaluation.
- III) A letter was received from Workplace NL informing GNL of the 2017 assessment rate which has been reduced from the previous year.
- IV) A memo was circulated by Golf Canada regarding the search for a new CEO for the organization.
- V) A letter was received from the provincial Recreation and Sport Division accompanied by a payment for approval of an application for the new National Travel Program. Funding has been distributed to the five eligible players.
- VI) The Board was provided with an updated Board of Directors contact sheet. The Vice-President noted that his information has changed.
- VII) The Board was provided with a Committee Member list.
- VIII) The Board was provided with a confirmed meeting schedule.
- IX) GNL has received an invitation to attend the annual Awards Program for the City of St. John's as the Willingdon Cup Team is one of three finalists for the Team of the Year Award. The Board suggested contacting the Committee to highlight the significance of the team winning this championship.

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 referred to the Committee meeting held on January 25th, 2017. A number of items were addressed including 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 the previous year. The Board confirmed these recommendations.

c) Course Rating/Handicap Director

Course Rating/Handicap Director Sandra Sparrow reported that the Committee has finally worked out the issues in accessing the new USGA system and they are in the process of updating information to ensure the USGA and Golf Canada handicap sites have accurate data. The other major objective this season will be to reassess Humber Valley Resort to ensure the slope and rating is accurate leading up to the national championships.

d) Financial Report

Treasurer Rex Anthony tabled the Income Statement and Balance Sheet for the period ending January 19th, 2017. It was noted that the organization has a cash balance of \$11,231.51 with the initial invoicing issued to the membership for 2017 membership dues and invoices for the players on the provincial Development Team. There are no deviations from the previous year. The Board discussed one outstanding 2016 account and the Executive Director reported that he is in contact with the member course in question.

In respect to the Raising Champions program, the Treasurer reported that an initial planning meeting was held on January 26th. The Committee is investigating hosting a golf event as part of the program, considering live entertainment, providing a buffet style meal, and increasing sponsorship. The Committee is presently looking for at least two more members and preferably female.

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 in mid to late February. Some of the major objectives for the Committee will be:

Reviewing the Order of Merit,
Including a number of two-player stroke play events,
Evaluating the criteria and avenues for promoting the program, and
Increasing nominations from across the province in all categories.

F) Junior Director

In the absence of the Junior Director Jamie Moran, the Executive Director reported that the Committee will be hosting a meeting in the early part of February to begin planning for a number of major initiatives including the Tely Tour, Canada Games, Development Team and junior programs.

g) Marketing Director

Marketing Director Paul Mills reported that the Committee held an initial meeting on January 25th to begin the process of reviewing the marketing activities of the organization. They will be looking at various ways and means

to enhance and develop marketing activities to grow the game and promote the product and sport both internally and externally.

h) Membership Director

Membership Director Callum Tulloch reported that the Membership Committee met on January 27th, 2017 to begin planning for this year's program. As per the planning meeting, the goal this year is to promote the Golf Passport program through various mediums and to ensure the membership is aware of the green fee discount program.

The Committee discussed the progress of the national membership model and will be providing some feedback and recommendations to the Board regarding the implementation of the new model in the coming months.

The Membership Director informed the Board of various issues that have taken place in the past month regarding the potential partnership with the Holiday Inn St. John's, Mount Peyton in Grand Falls-Windsor, and Greenwood Inn & Suites in Corner Brook. At this time, GNL has been informed that the partnership will only be related to group booking of ten or more rooms and that the rate for Mount Peyton in Grand Falls-Windsor and Greenwood Inn & Suites in Corner Brook will be substantially different than originally outlined. Therefore, the organization will not be involved in this initiative.

i) Rules Director

Rules Director Jim Sloan reported that he and Bruce Watson are in the process of planning the online rules seminar scheduled to begin January 9th and operating every Monday evening for a fourteen week period. The goal is to increase the number of Level III certified officials in the province by two and add one additional certified Level IV official. It was noted that Golf Canada has been in contact with GNL and looking at hosting one of their annual Level IV clinics in St. John's on the weekend of April 21st to 23rd.

The Rules Director noted that the Competitions Committee reviewed and discussed the new local rule that has been adopted by the R & A, USGA and Golf Canada. Golf Canada has recommended that the Provincial Associations' adopt this new rule as it will be used at all of the 2017 National Championships.

After a discussion on the new local rule it was moved by Adam Stanley and seconded by Jim Sloan to adopt the rule as outlined below:

When a player's ball lies on the putting green, there is no penalty if the ball or ball-marker is accidentally moved by the player, his partner, his opponent, or any of their caddies or equipment.

The moved ball or ball-marker must be replaced as provided in Rules 18-2, 18-3 and 20-1.

This Local Rule applies only when the player's ball or ball-marker lies on the putting green and any movement is accidental.

Note, if it is determined that a player's ball on the putting green was moved as a result of wind, water or some other natural cause such as the effects of gravity, the ball must be played as it lies from its new location. A ball-marker moved in such circumstances is replaced.

Carried

j) President's Report

The President reported that he participated in a Provincial Council meeting which focused on the joint Strategic Plan and the implementation process. The next meeting of the Council will take place at Golf Canada's AGM.

k) Executive Director

The Executive Director reported that he will attend the Annual Meeting of Golf Canada in late February, plan to participate in the Provincial ED meetings, and hold a separate meeting with Golf Canada's Membership Director related to the potential implementation of the national membership model in NL. The Board was informed that the costs for the Executive Director to attend these meetings will now be covered by the association.

7. New Business

7.1 2016-2017 Budget

After a detailed review and discussion of the proposed budget for the 2016-2017 fiscal year, it was moved by Sandra Sparrow and seconded by Callum Tulloch to adopt the budget as presented.

Carried

7.2 Office Relocation - Expenses

The Board reviewed and discussed the cost of leasehold improvements as presented by the Executive Director and noted that GNL's portion of that cost will be approximately \$6,000.00. In the budget there are additional funds to purchase equipment, materials and supplies and other amenities to open the office. It was noted that the monthly rental is approximately \$300.00 for a 130sq. ft. office space with some storage and access to various conference rooms and other services. It is anticipated that the improvements will begin in early February and that GNL will be relocated by the end of March with an open house planned for early May as part of the Board meeting.

7.3 Golf Canada Annual General Meeting

The Executive Director reported that the Annual General Meeting of Golf Canada will be held from Thursday February 23rd to Saturday February 25th. The Past President will be attending as a member of the Communications Committee with the President attending with respect to the Provincial Council. The agenda for the meetings is included in the Board package.

7.4 Signing Officers

The Executive Director reported that with a new Treasurer and other changes in the Executive, the signing officers will have to be revised. The Executive Director will have the Executive Committee sign the form and submit the document to the Bank of Montreal. Members will then have to visit the bank on Elizabeth Avenue to sign new documents.

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 March 15th, 2017 beginning at 6:00 P.M. NST in the conference room at Bally Haly Country Club.

11. Adjournment

The meeting adjourned at 1:05 P.M. on a motion by Ken Casey.

Action Items

Minutes/Priorities from Board Meeting
 Schedule Meeting with Premier – Fall
 Review Potential Sponsorship
 Create Golf Development Center Committee – Adam Stanley, Chair
 Review Joint Strategic Plan
 Revise Signing Officers