

**GOLF NL
BOARD MEETING
MINUTES
June 29th, 2017**

In Attendance

Ken Casey – President
Rex Anthony – Treasurer
Steve Wedgwood – Past President
Jim Sloan - Rules Director
Jamie Moran - Junior Director
Paul Mills – Marketing Director
Greg Hillier - Executive Director

Observers

Jeff Hutt - Regional Director Golf Canada
Kay Thompson - Governor Golf Canada

Absent

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

1. Call to Order

The meeting was called to order at 6:05 P.M. by President Ken Casey.

2. Agenda

With the addition of “Summer Student Program” under “Other Business”, it was moved by Jamie Moran and seconded by Jim Sloan to adopt the agenda as amended.

Carried

3. Minutes

It was moved by Rex Anthony and seconded by Paul Mills to adopt the minutes of the May 5th, 2017 Golf NL Board Meeting as presented.

Carried

4. Business Arising from Minutes

4.1 Sponsorship Program Update

The Executive Director reported that both the Hickman Group and BMW have declined participation in a partnership program for this year but suggested that Golf NL contact them in the fall to begin discussions on a potential sponsorship for 2018. It was also noted that

during the fall, sponsorship for the annual fund-raising event should be incorporated into the program.

4.2 Tournament Trailer

Treasurer Rex Anthony reported that he is still working on securing a Tournament Trailer and anticipates a positive response.

4.3 Vice President Position

The Executive Director reminded the Board to try and identify an individual to fill the position for the next Annual Meeting. It was noted that if an individual expressed interest his/her name should be forwarded to the Executive Director for further action.

4.4 Joint Strategic Plan Initiatives

The Executive Director reported that the three imperatives identified by the Board were presented at the Provincial Executive Directors and the Golf Canada Senior Management Team meetings held in Toronto May 8th to 10th. The recommendations of the meetings and associated KPIs were highlighted in a memo that was submitted to the Provincial Council.

The three recommended imperatives included:

- i) Grow Membership
- ii) Increase Youth Participation
- iii) Communications and Technology

These imperatives will be addressed by the Provincial Council and an action plan will be developed to begin the implementation process in 2018.

5. Correspondence

There were several pieces of correspondence to review including:

- i) Golf NL received a press release regarding the launch of the Golf Facilities in Canada produced by the PGA of Canada and Golf Canada to continue providing an annual update on golf course inventory across the country.
- ii) A memo was received from Golf Canada regarding the Golf Canada 2018 Annual Meeting to be held in Calgary, Alberta the last week of January 2018.
- iii) A letter was received from Golf Canada's Development program approving a High Performance Coaching Grant in the amount of \$2,000.

- iv) GNL received a notice from Sport NL regarding the hosting of the annual SportFest in Gander from June 15th to 17th.
- v) The Board reviewed a joint letter that was sent to Golf NL's member courses from Golf NL and Golf Canada regarding the National Member benefits program to provide an update and begin dialogue to determine the level of support to implement the program for the next fiscal year.

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 reported that a meeting was held in early June to make final plans for the championships. Site visits have taken place at The Wilds and Grande Meadows. The one course concern is in reference to the green on the 8th hole at The Wilds. It was noted that the Competitions Director will be visiting the course in the next few days to complete a further inspection and update of the facility.

In reference to the competitions, there are 28 juniors registered for Grande Meadows and 86 amateurs including 16 females for the amateur at The Wilds. Sponsors have been confirmed and various aspects of the championships are in progress.

c) Course Rating/Handicap Director

In the absence of Course Rating/Handicap Chairperson Sandra Sparrow, the Executive Director reported that numerous corrections for courses have been completed on the Golf Canada site including the following:

Slope and rating for Humber Valley Resort;

Tees for Grande Meadows;

Course name for Amaruk Golf Course.

For next year the Course Rating/Handicap Committee will complete the slope and rating of Clovelly (both courses) and Humber Valley Resort.

d) Financial Report

Treasurer Rex Anthony tabled the Income Statement and Balance Sheet for the period ending June 16th, 2017. It was noted that the organization has a cash balance of -\$2,307.27. The deficit has been created because courses were not invoiced for their second payment until the later part of June.

With respect to the fund-raising event scheduled for July 29th, 12 tables of 8 have been confirmed and members of the Committee have identified additional companies and individuals to contact. The schedule of activities, meal, and entertainment has been finalized and the overall list of silent auction, live auction, and raffle items have been secured.

The Committee is in the process of securing sponsorship for entertainment, title and welcoming, as well as, one additional live auction item. The next meeting of the Committee is scheduled for July 6th at Clovelly.

e) Hall of Fame

The Executive Director reported that the Committee will be developing and distributing a poster to promote the program with a press release to be circulated for August 7th excepting nominations for the Awards Program. The Committee has been requested to provide a male and female member of the Hall of Fame to be nominated for the Sport NL Hall of Fame Program. The Board was encouraged to review the list and make a recommendation to the Executive Director. It is anticipated that these individuals will be nominated this coming year.

f) Junior Director

Junior Director Jamie Moran reported that a number of candidates for the Canada Games Team participated in a training program in Winnipeg from May 24th to 28th with Team Coach Wayne Allen and Manager Sandra Sparrow. Wayne Allen has received an exemption for the Games. To date, the team has received the golf team uniforms as well as the Team NL uniforms.

In regards to programs, Wayne Allen has completed the Golf In Schools Program across the province. He has now been hired to assist in delivering the Future Links Program on the west coast and will be holding a weekend clinic in Gander and Grand Falls. Golf NL has secured three students to assist with the delivery of the Future Links Program with a student in St. John's, Central and Western regions.

Regarding the Development Team Program, there have been a number of training sessions held in each region. A course management weekend took place at Grande Meadows from June 3rd to 4th with

sixteen players participating. The initial Tely Tour event took place at Pippy Park on June 27th with 10 competitors participating in the initial event.

g) Marketing Director

Marketing Director Paul Mills reported that the website is in the final stages of redevelopment and will be circulated to the member courses and Board for review and comment in the coming weeks.

The Director has held a number of meetings with representatives of ACOA to discuss the potential of funding a new marketing strategy and implementation plan for the organization. A draft briefing paper has been developed and will be reviewed by the Committee at the next meeting scheduled for Friday June 30th. It is anticipated that a full proposal for funding will be created and submitted by the end of August at the latest.

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 all four individuals who participated in the Rules Clinic in April have been successful. Three officials achieved their National Level IV while one other individual achieved National Level III.

The Director is in the process of preparing for the Provincial Championships and has completed a review and revision to the local and standard rules of competition for each event. Officials have been confirmed for both competitions. The marking of Grande Meadows will take place during the practice round while marking of The Wilds will take substantially longer.

With the overall change to the Rules of Golf beginning in January 2019, the Rules Director informed the Board that the annual online rules sessions will not take place in the winter of 2018. It was felt that with the changes and the requirement that all officials renew in 2019, it was of no benefit to have individuals renew or challenge a level and then have them re-write the exam again in 2019.

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 will be attending the Provincial Executive Director meetings hosted by Golf Canada in Saskatoon from September 7th to 9th. As well, he will be away the following week on vacation but will be accessible via cellphone or e-mail.

7. New Business

7.1 Meeting with Golf Canada CEO

The Executive Director reported that the new CEO of Golf Canada, Lawrence Applebaum, will be visiting St. John's as part of his nationwide tour to meet with key stakeholders in each province.

The visit will be held on Wednesday July 12th and include a breakfast meeting hosted at Clovelly with a number of individuals including the Golf Canada Governor, Golf NL President, Past President, Rules Director, Rules Facilitator Bruce Watson, and the Executive Director.

After breakfast the Executive Director and CEO will hold a meeting followed by a tour of the other courses around the city and conclude with a lunch at Bally Haly with their Club President and General Manager. It was noted that the purpose of the meeting is to gather information and insight as to the operation of each provincial organization and to identify any major issues of concern.

7.2 Adoption -National Member Benefits Program

The Board was informed that the Executive Director will be spending the next few months making contact with member courses to gather feedback, address concerns/issues, and obtain consensus (if possible) for the implementation of the new national member benefits program. It is anticipated that a recommendation will be presented to the Board at the September meeting.

7.3 2017 Canada Summer Games Program

The Board was informed that the process of selecting the male and female teams to represent Golf NL at the upcoming Summer Games will be completed by July 20th. There are two events remaining in the Order Of Merit (OOM) schedule and the players will be selected based on their final standings. The present OOM and Summer Games policies are posted under the Competitions section of the website for information purposes and will be updated as each event has concluded.

7.4 Tely Tour Program

The Board was informed that Golf NL is now responsible for the operation and management of the Tely Tour. The initial competition was held on June 27th and there will be 11 other events across the province in the next eight weeks. To ensure the smooth transition for the Tour the Executive Director will attend all events outside the city including the Tour Championship weekend at Terra Nova.

It was also noted that an initial meeting was held with representatives of *The Telegram* who are interested in entering into a three to five-year agreement for the title sponsorship. Further discussions on the sponsorship program will be held over the next few months and an update provided to the Board at the next meeting.

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 September 20th, 2017 beginning at 6:00 P.M. NST in the conference room at Sport NL, 1296 Kenmount Road.

11. Adjournment

The meeting adjourned at 7:20 P.M. on a motion by Ken Casey.

Action Items

Minutes/Priorities from Board Meeting

Status of Tournament Trailer

National Membership Benefits Program Update/Recommendation

Create Golf Development Center Committee

Revise Signing Officers