

Kentucky Section PGA Board of Directors Meeting

August 17, 2011 · Golf House Kentucky

I. Call to Order

President Steve Shafer called the meeting to order at 5:31 p.m. (ET).

Present were Gary Bebelaar, Carmello Benassi, Ralph Landrum, Brad Morrow, Garry Nelson, Chris Osborne, Mike Riley and Kelly Williams. Also present were Assistants/Apprentices Representative Chris Redle, Executive Director Mark Hill and staff members Bill Coomer, Patsy Fitzpatrick, Ryan Tahara and Betsy Gladish.

Absent were Board members Chris Brown, Mike Thomas and PGA Employment Consultant Dick Bradow.

II. Minutes

Mr. Shafer asked for a motion to approve the minutes from the March 20, 2011 KPGA Board meeting. Mr. Bebelaar moved to approve the minutes. Motion approved with no discussion (unanimous).

III. Financial Report

Mr. Osborne stated that an overview had been distributed prior to the meeting and mentioned that detailed reporting on the Special Projects account would be included in the report to the membership in the fall. Mr. Osborne stated that Mr. Nelson had reviewed investments and asked Mr. Nelson to discuss the distribution of investment funds. Considerable discussion followed concerning the KPGA's investment strategy moving forward, and it was suggested that the finance committee review investments on a quarterly basis. Mr. Landrum noted there are no long-term liabilities reported on the KPGA balance sheet. Mr. Hill stated that the KPGA has no long-term liabilities; however, there is a pledge balance of less than \$40,000 owed to the Golf House Kentucky Campaign, and has been budgeted at \$20,000 per year. Mr. Bebelaar asked about revenues for the 2011 Senior PGA Championship. Mr. Hill stated that total income for 2011 Senior PGA Championship would be \$12,500, and noted that approximately \$4,000 in expenses remained for the 2011 Senior PGA Championship. Mr. Bebelaar also asked about accounts receivable from sponsors. Mr. Hill replied that currently only two sponsors are late with payment, but that he expects payment and he also stated that he does not anticipate any problems with collection of other sponsorships. Mr. Williams asked about the variance to budget with membership dues. Mr. Hill noted that the budget amount on the report reflected fiscal year revenue, and that he anticipated overall yearly revenue for membership dues to meet the budgeted amount.

Mr. Shafer requested a motion to approve the financial report submitted. Mr. Bebelaar made the motion and it was seconded. Motion approved (unanimous).

IV. President's Report

Mr. Shafer addressed the Golf 2.0 initiative and its importance to the Kentucky PGA Section and stated that if no one from PGA of America is scheduled to speak about Golf 2.0 at the Fall Meeting, he would provide a summary in order to inform KPGA members about the program. Mr. Shafer reported on the success of the 2011 Senior PGA Championship and the Kentucky Golf Economic Impact Study. Mr. Shafer mentioned the recently announced plans to renovate the golf course at Valhalla Golf Club, and encouraged KPGA leadership to keep a positive outlook on the situation.

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V. PGA Employment Services Report

PGA Employment Consultant Dick Bradow was unable to attend the meeting. In advance of this meeting, Mr. Bradow sent an email to all members with no updates on employment services in our section.

Mr. Bebelaar reminded the group of the transition that took place at Polo Fields and Glenoaks.

VI. Executive Director's Report

Mr. Hill thanked the KGA-PGA, Inc. staff members for their work, and introduced Betsy Gladish, Director of Membership and Communications to the board. Mr. Hill informed the group that there will be a half price offer on the KPGA Tee Pass book for the remainder of the season. The Las Vegas trip is shaping up pretty well with eight teams confirmed, with more possible teams on the way. KPGA's social media efforts have been increased this season. The business plan includes an online membership survey this fall. The Kentucky Golf Economic Impact Study report was distributed to all members this summer as well as members of the media. He announced plans to distribute the report to all amateur members as well. The Senior PGA Championship was successful, as our section had more than 60 members and apprentices volunteer at the tournament. The Play Golf America event at Ft. Knox was successful in spite of the bad weather. Mr. Hill has spoken with Clyde Hill about the possibility of another Ft. Knox event in the near future. For next year, TPP Online is being considered for tournament management, online registration and scoring. Mr. Hill has been looking at re-launching the Ireland trip as soon as April, 2012. The feedback he has received has been very positive. Mr. Hill complimented Ryan Tahara on the professionalism that he has brought to Kentucky Junior Golf. The advanced player series will be re-launched in 2012 to encourage more high-level junior golfers to participate in the program. Mr. Bebelaar commented that players at age 12-18 who are not at the highest skill level might not be participating as much as possible, and noted the possibility of adding flights to events on the Junior Tour to give a better chance to average players.

VII. KPGA Foundation Report

No report.

VIII. Committee Reports

Assistants/Apprentices – Mr. Redle reported on the Assistants Championship. KPGA increased participation by 30% which was the highest increase among all PGA sections. The prize pool was increased by \$4,500 because of the raffle program. Mr. Redle thanked the KGA-PGA, Inc. staff for their help with the raffle and the event. Mr. Redle also raised the issue of senior members who are listed as Assistants, and how their points are distributed. The Assistant/Apprentice committee will be raising the issue with the tournament committee. Mr. Williams asked if participants in the Assistant Championship have their expenses for the national event covered by sponsors. Mr. Redle replied that there is not a supplement in the budget to pay for the qualifiers to go to the national assistant championship. Mr. Osborne mentioned the possibility that his family might be able to provide lodging for the players travelling to PGA Village. Mr. Riley asked about participation in the seminars held for Assistants through the year.

Communications/Marketing – Mr. Nelson mentioned that Betsy Gladish has increased the amount of communication in the section, especially with social media. Mr. Landrum requested that more videos be added to the KPGA website, and take videos of the tournaments.

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Mr. Landrum also brought the idea of a “Golf Pro of the Month” feature to highlight certain golfers throughout the state. Mr. Nelson suggested that the spring nominees for special awards who are not chosen for an award be designated as the first to be highlighted.

Special Awards/Scholarships – Mr. Nelson asked how the special awards packets should be distributed this year. Mr. Shafer suggested that the packets be handed out at the Fall Meeting and turned in before the meeting ends. Nomination forms will be sent out to membership electronically prior to the meeting, and distributed to attendees at the fall meeting. Mr. Nelson requested a budget to purchase awards for those who have served on the Assistant/Apprentice board. A budget of \$200 was approved for recognition gifts.

BREAK (5 minutes) 7:12 pm – 7:25 pm

Education – Mr. Williams reviewed the email that Chris Brown sent to all board members. The speakers at the upcoming fall meeting will be Major Ed Pulido and James Leitz. Tuesday’s speaker on the Rules of Golf will be John Vander Borgh from the USGA. Possible dates for the Spring Meeting are March 12 and March 19, pending Allen Wronowski’s RSVP. Bill Coomer asked if the tournament and player of the year awards would be given at the fall meeting, and Mr. Shafer stated that they would, and would be presented following the business meeting and elections.

Employment – Mr. Riley spoke about his efforts to reach out to those KPGA members who have recently lost their employment, and reviewed those conversations with the board. The board discussed some concerns brought forth by a member as to eligible employment of a few members in the section. A formal inquiry for each individual named will be passed along to National.

Government Relations Committee – Mr. Osborne noted that the Government Relations breakfast was already covered in the President’s report and the Economic Study was covered in the Executive Director’s report. Mr. Osborne recommended that board members personally send the Economic Study to any members of government at their clubs.

Junior Golf – Mr. Thomas was unable to attend the meeting.

Membership – Mr. Williams summarized a membership report which reflected membership numbers as of August 18. The KPGA has a total of 300 members in all classes. Mr. Hill confirmed for the board that membership inquiries should go to Betsy Gladish and that Patsy Fitzpatrick would continue to be available to assist during the transition of duties to Betsy.

Growth of the Game – Mr. Landrum covered his Play Golf America event held to reach out to the Hispanic community. He also requested that all KPGA members do their best to hold an event for Patriot Golf Day on Labor Day weekend.

Sponsorship – Mr. Morrow had no updates to report. Mr. Bebelaar asked about Inside Kentucky Golf episodes and the protocol for using PGA professionals for segments on the show.

Tournament – Mr. Bebelaar mentioned three rescheduled events that are still on the schedule. He reported that there will be an end-of-season report once all tournaments are completed.

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Bill Coomer reported on Kentucky Open sites for the next 5 years: Traditions 2012 (confirmed), Olde Stone 2013 (confirmed), Hunting Creek 2014 (TBD), Wildwood 2015 (TBD) and Hurstbourne 2016 (TBD).

2011 Senior PGA Championship – Mr. Shafer pointed out that the financials and other aspects had been discussed previously.

IX. Old Business

A. KGA/KPGA Golf Camps

Mr. Hill will be giving a detailed report to the KGA-PGA, Inc. board tomorrow night, but he mentioned a few bullet points from his report. Indiana and Tennessee's programs will be models for the KGA-KPGA golf camp program (itinerary, pricing, structure, etc.) Five camps (three day camps and two overnight camps) will be held. Locations are to be announced. Mr. Hill is visiting prospective facilities. The plan is to hire a part-time camp director by December 1. Mr. Hill will have assistance in hiring from a KPGA representative, staff member Ryan Tahara and a KGA representative. Mr. Shafer stated that he had appointed Junior Committee Chairman Mike Thomas to assist in this process. Mr. Hill would like to have facilities and a schedule in place before the camp director is hired. Final presentation to the KGA-PGA, Inc. board will be in late September with the search for camp director beginning immediately upon approval.

B. Kaiser Cup

Ralph Landrum submitted concerns about the Kaiser Cup in writing to the board in advance of the meeting. Discussion via email took place, and the written submission by Mr. Landrum was reviewed by the board. Mr. Landrum pointed out three major concerns relating to the Kaiser Cup. First, the governance and finance of the tournament are the responsibility of two different parties. He proposes that both the governance and finance be moved to the same place (i.e. Tournament Rules and Regulations OR Special Events). Second, requirements for qualification are prohibitive. Mr. Landrum asked that change be made that would increase the number of eligible members. Third, Mr. Landrum proposed adding an entry fee for players to help the event break even. Lengthy discussion followed, including the Challenge Cup in the discussion. Mr. Shafer made a motion to modify tournament rules and regulations to exempt the Challenge Cup and Kaiser Cup from the financial control of the tournament committee, and move them under special events. The tournament committee will be allowed to govern the rules and eligibility of the event. Mr. Nelson seconded the motion. Motion carried without opposition or further discussion. Mr. Shafer issued a challenge to the tournament committee to look at the eligibility requirements to make a change that will increase the number of members who are able to play in these tournaments.

X. New Business

Several board members' terms will be coming to an end after the next meeting: Mr. Bebelaar, Mr. Benassi, Mr. Brown, Mr. Landrum, Mr. Redle and Mr. Riley. Elections will also include secretary, District 1, District 3 and two at-large positions. Deadline for nominations will be September 30. A notice will be sent in the Friday email, and a stand-alone email will be sent around Labor Day to ask for nominations.

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XI. Adjournment

The meeting adjourned at 8:53 p.m. The next meeting is scheduled for Sunday evening, October 16, 2011 at Hurstbourne Country Club at 5:00 p.m.