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# ASSOCIATION MEETING MINUTES

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**Association** Kentucky PGA  
**Meeting** Board of Directors Meeting  
**Date** January 29, 2015  
**Location** Conference Call

## **Members Present**

Jamie DeKeuster, Pete Garvey, Craig Heibert, John Kells, Kris Kleinsasser, Ralph Landrum, Garry Nelson, Chris Osborne, Barry Payne, Chris Redle, Larry Ward, Kelly Williams

## **Members Absent**

none

## **Staff Present**

Bill Coomer, Erin Horn, Steve McMillen, Kim Shafer, Chris Redle

## **Call to Order**

President, Kelly Williams called the meeting to order at 9:02 a.m.

## **Approval of Minutes**

The minutes from the December 7, 2014 Board of Directors Meeting which were previously distributed, were reviewed. Mr. Williams reviewed three clarifications to be made. Steve McMillen made those corrections and redistributed the minutes on the spot.

***Pete Garvey made a motion to approve the minutes as written. Garry Nelson seconded the motion. Motion carried (unanimous)***

## **President's Report**

Mr. Williams welcomed new board members Barry Payne and John Kells. He congratulated Chris Redle on his new position as Director, Junior Programs of Golf House Kentucky. As a new staff member, Mr. Redle moved to resign his board position, to avoid a conflict of interest. There was a discussion about filling this open position, history, currently interested parties and precedence. An email will be sent out on Mr. Williams' behalf and an election for the position will be held at the Spring Member Conference. Kris Kleinsasser was named the Tournament Committee Chair (with Mr. Redle stepping down) and Barry Payne will remain the Co-Chair. In National news: PGA.org (new website and member internet solution) launched. Mr. Williams now serves on the National Communications-Public Relations Committee and has direct contact to Arjun Chowdri. Please look at the site and funnel any questions or feedback through Mr. Williams. He also encouraged everyone to login, update their profile and create their own personalized dashboard. This website allows better promotion of professionals to the general public (especially with a teaching business), better branding, customized viewing and consumer engagement. Mr. McMillen will review highlights of the website in the upcoming KPGA Weekly. There was a 1% increase in participation at the PGA Show. Demo Day was a huge success. Chris Osborne serves on the National Member Benefits Committee and Ralph Landrum serves on the National Player Development and Awards Committees. It is exciting to have three KPGA members serving in this capacity. The KPGA Branded Amateur Tournament Series is still under construction. The hope is to launch a late summer or early fall weekend series of events to expose the KPGA and Golf House Kentucky brands to a new group of consumers (who can only play on weekends). This would compete with other amateur tours (not the KGA) and provide good benefits for host facilities. A draft will be provided before the February meeting for the review and approval process.

In Section news, Mr. Williams spent time with Tom Cooksey and Jimmy Riddle on Tuesday. The KGA-PGA will meet on February 9 to provide Mr. McMillen with a performance review and contract renewal. Terms are voted and approved on by the KGA-PGA. Craig Heibert will attend this meeting on Mr. Williams' behalf. KGA-PGA, Inc. and Kentucky Golf Foundation budgets are being finalized. The reason for the late approval is due to the recent changes in the junior program.

### **Vice President's Report**

Mr. Landrum explained the financials would be made available on February 16, prior to the next meeting on February 22. The KPGA is expected show a \$27,000 loss. This was still a financially successful year, as the KPGA paid off a \$160,000 contribution to Golf House Kentucky that was not originally budgeted for.

### **Secretary's Report**

Pete Garvey will provide a full membership report at the February meeting. He will be shadowing Mr. Landrum this year to make the transition to Vice President more cohesive.

### **Executive Director's Report**

Mr. McMillen reported on a successful PGA Show. He and Bill Coomer went 2 days early to attend the Executive Director's Conference. This allowed for a great session of updates, presentations and breakout sessions for non-ED staff. The Youth Safety Certification will be required in 2015 for any full time and part time staff working with junior programming. The process involves the individual to complete a background check (connected to the sex offender registry), he or she then becomes white listed and sent credentials. These must be worn at any type of junior function with exclusive junior golfer involvement, PGA Junior League events, Junior Tour events, PGA Junior Qualifiers, etc. An individual must pay \$5.40 for the background check, but the 2015 Budget will allow everyone to be reimbursed. Volunteers and host professionals do not need to be certified, but it is strongly suggested that all professionals get certified. The vision is for all head PGA Professionals and Junior League captains to be certified and the fee to be built into PGA Membership dues going forward. The show was an important time for Mr. McMillen to meet with business partners and their bosses. He conducted almost 30 meetings with positive feedback. TaylorMade and Callaway will be more involved in 2015 and are developing a long-term strategy. We are able to offer such a unique, positive experience because of our relationship with the KGA. Carolyn Duronio met with the E.D.s to discuss inurement. Mr. McMillen will present findings from KPGA practices and the calculations from the KPGA Member Survey in February. Only 35% took the survey this year, which is down from last year (42%).

### **Player Development Update**

Kim Shafer highlighted her recent travels. She has conducted six small group meetings, thus far. Some meetings have had 9-15 KPGA members in attendance; while others have been less attended, (she had great success fully engaging the members who attended those meetings). These meetings have led to some individual appointments to help facilities set up programs this summer. She anticipates a larger sign up for PGA Junior League Golf in 2015. The Growth of the Game area on kygolf.org is expanding rapidly with tools to help KPGA members. She is also working to kick start a chapter of the EWGA in the Lexington area and will begin to reach out to professionals in that area soon. She had a great visit to The PGA last week. She gained a better understanding of the programs, staff, future vision, direct contacts and resources. She handed out questionnaires to KPGA members she has met with to analyze their 2014 business. She will follow up with a 2015 edition of the same questionnaire to quantify the success programs have had on these facilities. There was a discussion about the marketing of the small group meetings. The schedule is posted on kygolf.org.

### **Junior Golf Report**

Mr. Redle expressed his appreciation for his time on the Board, as it has allowed him to be more comfortable and have early success in his new role. In 2015, the tour will launch a deflated staff model, relying on the partnership of host professionals. This allows the schedule to be more flexible and mobile, not visiting sites in the same area on consecutive days. He predicts the tour being profitable this year.

The schedule will be available soon and major events will be posted in the coming weeks. Registration will open on March 3. There will be 22-26 single day, in-season events, three two-day regional events (one in the spring), three one-day spring events and four “majors.” He is excited about the regional event hosted by Keene Trace Golf Club and Champions Trace Golf Club. He has many ideas for the big picture of the tour and looks forward to sharing more in February.

### **New Business**

Mr. Payne shared the idea of a Digital Golf Pass. There is “too much pasture and not enough sheep” in the Western Kentucky area with the presence of third party tee time systems. This may be causing the KPGA to miss out on revenue opportunities. Damon Klepczynski is a PGA Member in New Jersey managing a site called digitalgolfpass.com. Mr. Payne has been involved in conference calls and demonstrations of this product. It is currently being introduced to the Philadelphia Section. It is similar to the Tee Pass system, where a facility can allow for up to nine different discount packages to a Digital Golf Pass member. The difference is, this is all done online. There is no hardcopy pass to distribute or manage. The revenue model shows a portion of the proceeds going back to Golf House Kentucky for player development purposes. There is also money available for the Section Championship if a certain amount of facilities participate. It would be an opportunity for KPGA members to promote themselves and has very little overhead cost. The product has validity but Mr. Payne isn’t ready to endorse it yet without having additional board members review the information and be involved in another meeting with Mr. Klepczynski. Mr. Payne will send out an email with the complete details and looks forward to feedback at the February meeting.

### **Adjournment**

***Jamie DeKeuster made a motion to adjourn the meeting at 9:56 a.m. Chris Osborne seconded the motion. Motion carried (unanimous).***

The next meeting will be February 22 at 4:00 p.m. at the Embassy Suites in Lexington.