
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Board of Directors Meeting
Date May 9, 2013
Location Golf House Kentucky

Members Present

Dick Bradow, Pete Garvey, Ralph Landrum, Brad Morrow, Garry Nelson, Chris Osborne, Chris Redle, Will Schneider, Steve Shafer, Jason Stilley, Larry Ward, Kelly Williams

Members Absent

Gary Bebelaar

Staff Present

Bill Coomer, Erin Horn, Steve McMillen

Call to Order

President, Chris Osborne called the meeting to order at 4:06 p.m.

Approval of Minutes

The minutes from the February 24, 2013 Board of Directors Meeting, which had been distributed prior to the meeting, were reviewed.

Pete Garvey made a motion to approve the minutes. Chris Redle seconded the motion. Motion carried (unanimous)

President's Report

Mr. Osborne spoke about the PGA Leadership Conference in Florida, where celebrated Hall of Fame inductees and discussed the Drive Chip and Putt initiative that was announced during The Masters. The initiative was overlooked in Kentucky because of Augusta National wanting to get the information out during their Championship and will include all Sections next year. Steve McMillen and Ralph Landrum were able to attend the District 10 meeting in Virginia. Mr. Osborne planned to attend, but was unable because of travel issues. At the meeting they discussed the Get Golf Ready program and how it will be offered at non-PGA facilities in the future, a marketing push for Get Golf Ready, the Acceptable Progress Resolution, Drive Chip & Putt, the promotion of Dawes Marlatt at PGA Headquarters to Senior Director, Education & Employment and the possibility of tournaments requiring MSR hours.

Vice President's Report

Kelly Williams presented the first quarter Statement of Activities, Variance of Activities and Statement of Financial Position, which were provided in the meeting materials. KPGA has \$24,106 in profit for the first quarter. He referenced a few items on the Variance report and addressed how much cash the organization should have on hand and that while profits are good, there is a great need to grow the game. There was a brief discussion about Automobile expense and how The PGA Mercedes sponsorship saves KPGA \$200 on Mr. McMillen's company vehicle.

Chris Redle made a motion to approve the financial report as presented. Garry Nelson seconded the motion. Motion carried (unanimous)

Secretary's Report

Ralph Landrum highlighted the items discussed in the District 10 meeting (in the President's Report above) and announced that PGA Junior League numbers for Kentucky are good for the 2013 season.

Executive Director's Report

Mr. McMillen reported Barbara Peak has been with the organization for 20 years. He asked everyone to send her a congratulatory note or phone call. She will be recognized at the Hall of Fame Banquet in the Fall. Patsy Fitzpatrick will most likely be having surgery in early June and could be out 6-8 weeks. The PGA Executive Director's Conference Committee is discussing the ADP Funding Model being restructured. This will not be released until the end of the fiscal year, 2015 and will not affect the KPGA until the third quarter of 2014. He will share what the restructure entails once it has been finalized. There have been some staff changes at PGA Headquarters; Brad Sullivan and Kathy Wilkes were laid off and Dawes Marlatt was promoted. Jimmy Terry has been named the General Manager at PGA Village. There are still working to hire a new CFO. The PGA is utilizing Player Development Staff to launch Get Golf Ready Corporate. These will show employees at large corporations the Get Golf Ready Program. Locally, this is being utilized at Lexmark and will be conducted at four facilities in Lexington. The Family of Organizations' Corporate Partners have secured a final contract with PepsiCo (five years, \$6,000). The talks with PNC Bank are still on-going. The Kentucky PGA Junior Golf Season is off and running, but entries are significantly down. There was a lengthy discussion. Mr. Osborne will table this discussion as top priority in Old Business going forward. Larry Ward has been charged with generating ideas for creating a solid identity for the KPGA Junior Tour. The Kentucky Golf Association conducted a local US Open Qualifier at Cardinal Club with 90 players competing for 5 spots. They have approved a letter to send to the KSGA about a possible merger of the two organizations. The KSGA will meet to discuss this on May 13. The KGA will also be hearing from the IRS regarding their Tax Exempt Status in the near future. KSGA registrations and event numbers are doing extremely well.

Golf House Kentucky & Kentucky Golf Foundation

Mr. McMillen reported Golf House Kentucky revenues continue to slide due to the low numbers for the KPGA Junior Golf Tour and the large decline in handicaps. He urged Professionals to actively sell and promote the Handicap Program.

The Kentucky Golf Foundation is looking into the PGA Reach program, which works with the section and local city to help fundraise those hosting a PGA Championship. There will be more information on this soon and this will benefit the Family of Organizations.

Employment Consultant Report

Dick Bradow reported on the number of non-PGA facilities in Kentucky (PGA presence is at 46.5%, which is up, the goal is 50%), Kentucky finishing 18th nationally in the Compensation Survey participation (a slight drop), median head professional income rising slightly, Kentucky being at 3.8% unemployment (almost identical to National) and being ranked 37 out of 38 in PGA PerformanceTrak. He spoke about the PGA Employment Staff changes and believes his role may be advanced with this change. He will keep the Board posted on these changes once they have been finalized.

Committee Reports

Business Development

Brad Morrow reported vendor commitments are up already in 2013. The Committee and Mr. McMillen will continue to look for new ventures and funds from larger, non-endemic Corporate Partners. The Vendors are a challenge and Mr. McMillen urged everyone to show them appreciation, take calls and write thank you notes.

Assistants/Apprentices Division

Will Schneider reported the Assistants/Apprentices Division is looking for more continuity and exploring making their Vice President role a 2-year position (to transition into a Presidential role in the second term). There was a discussion about the pros and cons of this. An electronic vote can be posed to Assistants/Apprentices concerning this change to the By-Laws.

Education

Pete Garvey reported the Education Committee met on March 1. They are in discussions with Todd Anderson about the proposed teaching summit in mid to late October (current target date is October 14 at Cardinal Club). They are also exploring the launch of a mentoring program. Chris Hamburger has joined this committee.

Special Awards

Garry Nelson reported that all 2013 Special Award winners have been sent to National.

KPGA Foundation

Steve Shafer reported that promotions have begun for PGA Golf Day. Inside Kentucky Golf will feature PGA Golf Day in one of its segments. The monies from last year's program have officially been moved to their proper accounts.

Tournaments

Mr. Shafer and the Tournament Committee met via conference call. They are disappointed in the loss of the Larry Gilbert/Dave Bunnell Foundation as a sponsor for the Pro-Junior but have discussed many ways to keep this event fun for the participants. Mr. Shafer presented the 2014 Planner Calendar for tournaments (provided in the packet of meeting materials), which features the Kentucky Open moving to mid-July. There were discussions on the dates of the Section Championships and the issue of the lack of Club Car sponsored facilities. A straw poll was taken on the opposition of moving the Section Championship to a non-Club Car facility. Two people were opposed.

Old Business

2013 Business Plan

Mr. McMillen presented the 2013 Business Plan. There was a lengthy discussion on Committees. Mr. Osborne urged everyone to get involved in Committees.

Garry Nelson made a motion to approve the 2013 Business Plan. Steve Shafer seconded the motion. Motion carried (unanimous)

2014 PGA Championship

Mr. McMillen presented the important dates for the 2014 Championship (ticketing, volunteering, etc). KGA will marshal Hole #1. Mr. McMillen has signed the contract. The PGA of America does provide \$25,000 to the host section to cover expenses. Mr. McMillen has been in contact with the Carolina Section Director, who says this money does go quickly. The Headquarters for the Section will be in the Wanamaker Tent (most likely near Hole #10) and duties will include: the practice facilities, pairings board and PGA Learning Center. There was a discussion about hotel room blocks, fundraising opportunities and prepackaging tickets.

Business Development Employee

The addition of a Business Development Employee will remain in old business. Mr. McMillen is looking into the Kentucky Golf Foundation possibly funding the salary of such an employee. This position could assist in creating GHIN handicaps at facilities.

New Business**KPGA Weekly**

Mr. McMillen announced there will be a new look to the KPGA Weekly email. This will bring more color and highlight the KPGA vendors.

Next Meeting Information

A conference call will be conducted the second Wednesday of June, July and August at 8:00 a.m. (EDT). The first will be on June 12th.

Adjournment

Larry Ward made a motion to adjourn the meeting at 6:50 p.m. Chris Redle seconded the motion. Motion carried (unanimous).