
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Board of Directors Meeting
Date August 21, 2013
Location Golf House Kentucky

Members Present

Gary Bebelaar, Pete Garvey, Ralph Landrum, Brad Morrow, Chris Osborne, Chris Redle, Will Schneider, Steve Shafer, Larry Ward, Kelly Williams

Members Absent

Garry Nelson, Jason Stilley

Staff Present

Bill Coomer, Erin Horn, Steve McMillen

Call to Order

President, Chris Osborne called the meeting to order at 5:44 p.m.

Approval of Minutes

The minutes from the May 9, 2013 Board of Directors Meeting, which had been distributed prior to the meeting, were reviewed.

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

President's Report

Mr. Osborne updated the board on several items, which included the following. Rhona Aime was named the new CFO of The PGA of America. Chief Administrative Officer and General Counsel Christine Garrity were selected by Sports Business Journal for recognition in the 2013 class of "Game Changers: Women in Sports Business." Kitchen Aide extended their sponsorship of the Senior PGA Championship. The PGA Junior Championship was held at Trump National in Washington D.C. Tyler McDaniel of Manchester, KY won the Boy's Division. The PGA Championship produced some exciting for the KPGA to look forward to next year: ticket sales were the best since 2009, merchandise sales exceeded expectations, over 50 chalets and suites were utilized, there were over 3,800 volunteers, growth of the game initiatives were weaved into each aspect of Championship Week, a Habitat for Humanity house was built, Lee Trevino won the PGA Distinguished Service Award (and was very complimentary of the PGA and it's Professionals in his acceptance speech), a "Taste of New York" hospitality area was available and featured local businesses and will most likely be utilized next year (includes benefits and tax breaks) and the Wanamaker Trophy display was well received in Port St. Lucie. He reported Dick Bradow's role with Career Services has shifted again, as he will oversee the Eastern States in a managerial role and he will no longer be the consultant for the Carolinas Section but will continue with his duties in Kentucky and Indiana. The Mid Atlantic Career Services Consultant has retired. The KPGA Fall Planning Retreat will be at Hunting Creek Country Club on October 15-16. The Fall Member Conference will be at the Marriott Louisville East on December 2 (with a board meeting the evening prior to the Conference).

Vice President's Report

Kelly Williams presented the Second Quarter's Financial Report. The association is in good financial shape and should meet the targeted budget and expect a profit similar to years' past. Tournament entries and sponsorship are up this year. There was a brief discussion about two outstanding sponsorship receivables, which have been addressed. On the variance report there were a few notes: the Automobile Expense was paid in a lump-sum (and will be better in the long run) and uniforms will be higher than normal with the purchase of new ties and blazers. Mr. Williams opened a discussion about what to do with the stable amount of cash that the KPGA has on-hand. New sponsor, PNC Bank should help with some of this allocation. The KGA-PGA Inc. will need assistance in the form of a loan per cash flow projections for January-March 2014 continued declines in handicap computation services and junior golf revenues). This is something that needs to be carefully and legally thought out and documented, if it is what the Board should decide to do. There was a question about tournament expenses. Players' benefits and payouts have not been cut.

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

Secretary's Report

Ralph Landrum and Mr. McMillen are working on a welcome packet for new members, apprentices and section transfers. A new tent has been purchased for Growth of the Game activities. The PGA Junior League Golf Kentucky Championship was held at Clear Creek Golf Center with very positive results and the Louisville team advanced to the Mid Atlantic Championship. Two Play Golf America events were recently held at a Louisville Bats minor league baseball game and at Lindsey Golf Course. The Blind Golf Association is looking for assistance from Professionals on an upcoming event. There was a thoughtful discussion about PGA Junior League Golf and its very successful opening season.

Executive Director's Report

Mr. McMillen began with the Operations Report. The Get Golf Ready Corporate pilot program with Lexmark did not go as well as anticipated due to a lack of participation. A survey was conducted after the Section Championship (about 66% of the participants provided feedback) and 86.67% said the improvements made to the Championship cause them to play even when the championship was not held at Valhalla. PGA Golf Day numbers are currently at \$3,500 (last year's total was \$68,000). Participation was expected to be slightly down, but the KPGA needs to generate interest in this initiative because it's great for the Foundation. The requested committee purpose statements were received and are currently being formatted to match the Committee Template. A full scale survey (about eight-ten minutes) will be sent to the membership in late September or early October via Survey Monkey. This will gauge interest in customer service, membership, tournaments, etc.

Pepsi and PNC Bank are officially under contract as Corporate Partners. Golf House Kentucky recently conducted a market research study for Pepsi to find out which facilities have contracts with Pepsi or Coke. This falls in line with the agreement with Pepsi and may be done with PNC in the future. The more facilities signed with Pepsi, the greater their benefit to the Corporate Partners Program.

The new formed Junior Golf Committee held its first meeting and includes a representative from each part of the state. It is a great starting block to realize what is going on statewide. A lengthy discussion followed and the board is anxious to find out what the committee will recommend. In addition, Interns are researching all the State and Regional Golf Associations and the 41 PGA Sections junior golf programs.

The Kentucky Golf Hall of Fame Selection Committee voted to induct two new members; Bruce Gray Walters of Lexington and James Kirchdorfer, Sr. of Louisville (deceased). The Induction Ceremony will be held in the fall at the Marriott Griffin Gate.

Mr. McMillen distributed a handout at the meeting reviewing the purpose of the Kentucky Golf Foundation in the past and one that outlines a renewed purpose. The new focus will be on impacting the lives of youth and military veterans. PGA Reach will be a major part of the Kentucky Golf Foundation and remain for years after the Championship. Mr. McMillen asked the board to review these handouts and provide feedback.

Committee Reports

2014 PGA Championship

Mr. McMillen made a site visit to the 2013 PGA Championship. He provided a handout with a Summary Plan of the KPGA's responsibilities: community relations youth clinic, starting boards and the practice facilities. Absent from this list is the Learning Center, as there is not a current patron. The Officers will speak to The PGA about how to create an alternative learning center. The functions during Championship Week will include: the Distinguished Service Awards Dinner and a PGA Members Club cocktail party. Registration for PGA volunteers will begin at the Fall Member Conference.

Business Development

Brad Morrow reported things are going well with Business Development. Mr. McMillen spoke about a new sponsorship with National Car Rental, where all 41 sections receive \$15,000 in 2014. The monies must be divided between two events for Professionals (new or existing). This falls in line with some Pro-Am events the KPGA is looking to conduct in the future. The event can also still have a different named sponsor. He urged PGA Members to participate in National Car Rental's Emerald Club program. Business Development is currently in talks with large companies.

Assistants/Apprentices Division

Will Schneider reviewed the Assistants Championship that was held earlier in the week: participation was up by five players and the purse and raffle sales were similar to previous years'. The Committee is working on proposing changes the Assistants/Apprentices bylaws so officers can have longer terms and maintain continuity.

Education

Pete Garvey reported the Education Committee met earlier in the day. The Fall Member Conference Education Seminar will feature a divided room with a Private Golf Roundtable and a Public Golf Roundtable. Mr. Garvey asked Mr. Osborne to speak to Ted Bishop about attending these discussions. A Pro-to-Pro mentoring program will be rolled out at the Conference, featuring 24 of the top KPGA Professionals calling upon apprentices to help better their careers and certification process. These Professionals will conduct short, educational videos that will be posted on the KPGA's private webpage to assist current and future Professionals. The Committee is hoping to secure a top instructor for the Spring Member Conference. The Kentucky Teaching Summit is still in the development stage and will hopefully be held in the spring and will use reserve monies from the Fall and Spring Conferences for funding. The Committee is going to meet again in September to work on these items. Chris Redle suggested adding a top assistant professional to each panel of speakers for the Fall Education.

Tournaments

Steve Shafer announced participation was relatively flat across most events held this year, with a large spike in the Pro-Pro (30 player increase) and the Section Championship (24 player increase). The Kentucky Open Championship met budget for 2013 even with added scoring enhancements to the event. The Committee and Bill Coomer are working on the 2014 Schedule with 14 of the 22 events confirmed. There was a brief discussions about the fee non-PGA professionals pay at the Kentucky Open (the committee will explore this option for the Senior Open at their next meeting), non-competitive divisions in events, players being allowed to participate in section championships after missing the national deadline and feedback board members have received on the 2013 season.

Old Business

Future Staff

There was a brief discussion about the possibility of a future business development staff member.

Ralph Landrum made a motion to remove the future staff item from Old Business and shelve the discussion for the future. Pete Garvey seconded the motion. Motion carried (unanimous)

New Business

National Meeting

Mr. McMillen provided a handout outlining the National PGA Meeting November 21-23 in San Diego, California. He and Mr. Osborne asked that anyone planning to attend this meeting must let Mr. McMillen know by September 15. Air fare will be reimbursed. Details will be forthcoming in email threads.

The Learning Center for the 2014 PGA Championship will remain on New Business.

Next Meeting Information

A conference call will be conducted on September 18 at 8:00 a.m. (EDT).

Adjournment

Larry Ward made a motion to adjourn the meeting at 8:05 p.m. Steve Shafer seconded the motion. Motion carried (unanimous).