
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Board of Directors Meeting
Date March 26, 2015
Location Conference Call

Members Present

Pete Garvey, Craig Heibert, John Kells, Kris Kleinsasser, Ralph Landrum, Chris Osborne, Barry Payne, Kelly Williams, Charles Whelan, Larry Ward, Colby Wollitz

Members Absent

Garry Nelson

Guests Not Present

Rick Murphy

Staff and Guests Present

Erin Horn, Steve McMillen, Kim Shafer, Chris Redle

Call to Order

President, Kelly Williams called the meeting to order at 8:04 a.m.

Approval of Minutes

The minutes from the February 22, 2015 Board of Directors Meetings (which were previously distributed), were reviewed.

Chris Osborne made a motion to approve the minutes as written. Craig Heibert seconded the motion. Motion carried (unanimous)

President's Report

Mr. Williams welcomed new board members Colby Wollitz and Charles Whelan. National has recently restructured, though not been many details have been provided. The Commercial Department has promoted Julius Mason from Marketing and Communications to report directly to Pete Beveacqua and become more involved, especially with Ryder Cup activities. In-house Council, Christine Garrity is leaving after 25 years of service, but will remain in a consulting role. Kelly Elbin is no longer serving as Director of Communications and Publications after a long tenure. The Compensation Survey deadline has been extended a week. Mr. Williams urged everyone to take the survey and to encourage others to take the survey. He has personal experience with how the survey results can benefit many areas of his business from hiring a new assistant to negotiating his own contract. PGA Junior League registration is underway. Team Captains need to re-register themselves as "Team Captain" on the new website. There may be some issues with this process that Kim Shafer is looking into. She is doing a great job of staying on top of registrations. He encouraged everyone to check in with those around them to make sure they have registered. The staff and family of organizations continue to work hard to grow revenues with 10-12 new stream ideas on the docket. He encouraged everyone to participate in upcoming events, from roundtable workshops to Pro-Am events. Rick Murphy has been invited to join in on KPGA Conference calls, but was not available for today's call. The KPGA Officer core will be meeting with the District 10 officers at the Carolinas Section next month.

Vice President's Report

Ralph Landrum apologized for joining the conference call late with staffing issues. \$90,000 will be transferred to the Vanguard account in April. The fiscal first quarter will end on Tuesday and reports will be made available after they are produced. There is an issue with using TPP for registrations that will affect The PGA of America handling the book keeping for the Kentucky PGA. Eileen Hartmann is looking into this and will get back with Mr. Landrum in about a month. He wishes to table discussion on this topic until then. There is a larger window for making a decision than originally thought (in September, rather than June).

Executive Director's Report

Steve McMillen provided some Player Development updates. Mrs. Shafer has been hard at work moving across the state and there has been daily checkout of the Player Development equipment at Golf House. Many KPGA members are embracing and working with Mrs. Shafer and her work is proving positive. The deadline to register for PGA Junior League is March 30. Mrs. Shafer is working on some possible registration discrepancies to ensure no one will be missed. This weekend the Kentucky PGA Junior Tour kicks off with unfortunate weather forecasted. He urged everyone to assist with tour membership and reach out their students. Chris Redle is working hard on promoting the tour and getting in front of juniors. We are hoping for a spike in numbers soon, as early results are "soft." The KGA Marketing Committee consists of Clarence Brewer (Bowling Green resident with NASCAR and Kenny Perry management ties), Steve Stallings (Louisville resident and restaurateur), Phil Armbruster (whom many KPGA members are familiar with from his sales rep days) and Wayne Martin (Lexington resident, works in television and member of Greenbrier). They are focused on handicap marketing and driving new revenues. Handicap marketing has a three-point strategy with course promotions being 95% of revenue creation. The approach has changed from urging facilities to sell to sharing the benefits growing a handicap base can have on a facility. Promotional communications are being sent to courses on April 15 and May 15, which will be forwarded to golfers. Mr. Stallings has been involved in the improved look of these promotions. They are working on using social media to advertise the advantages of a handicap and reaching a new audience. They are also exploring adding value to the handicap subscription. There are many ideas on how to do this, but solid plans. There are ten new revenue and fundraising initiatives. One coming up for fundraising is the Flags Fore Freedom with USA Cares. It is similar to the Folds of Honor "Patriot Golf Day" program run on Labor Day. Flags Fore Freedom will be conducted Memorial Day Weekend and Bryan Anderson will be doing some One Call Now promotions for the event. A hard copy letter will be sent out next week. Facilities are asked to register by a certain date and then will be mailed materials. The sunset date on the PGALinks website is April 15, but this could be extended, as issues are identified. Pete Garvey asked if Mrs. Shafer is compiling the notes/ideas she is gathering during her meetings, as they could be valuable Pro2Pro information. She is doing so. He also asked about obtaining eGolfer statistics from Kentucky handicap users and setting up a statistics leaderboard. Mrs. Shafer has looked into this with Fran Nee at the USGA. There is currently not a way to generate this report but the USGA is looking into doing so. There is no time frame on this, but Mrs. Shafer will keep on them. Mr. Garvey also asked about creating a Marketing Committee for the KPGA. Mr. Williams has this on his docket to look into. Mr. McMillen has spoken with Teague Ridge (nephew of KPGA Member Jack Ridge) about a mobile app for the Family of Golf Organizations that would do more than the GHIN app and deliver important push notifications. Mr. McMillen will ask Mr. Ridge about the setup of the eGolfer stat leaderboard. Mr. Williams thanked Mr. McMillen and the staff for their hard work.

New Business

Fundraising

The Foundation Committee met last week to review 16 grant applications. As fundraising opportunities are few and far between, the funds were not deep enough to give to certain causes. More needs to be done. Mr. Garvey suggested an alternative method for those who cannot participate in PGA Golf Day. He will be hosting four "Closest to the Pin" contests this year, run by his staff on the first tee of Idle Hour Country Club. He will leverage product he gets from sales representatives (not free product) to give away "good" prizes (new custom fit drivers or Scotty Cameron putters) and charge about \$25 for the contest. This allows interaction from the

staff and gets them talking about their foundation. It allows Mr. Garvey to write a healthy check to the Kentucky Golf Foundation, without the physical stress of playing 100 holes of golf. Mr. Williams challenged everyone to take on this idea. Mr. Garvey will draft a letter about the idea and this will be sent to the membership.

Adjournment

Pete Garvey made a motion to adjourn the meeting. Ralph Landrum seconded the motion. Motion carried (unanimous).

The meeting was adjourned at 8:42 a.m.