
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Board of Directors Meeting
Date May 28, 2015
Location Golf House Kentucky

Members Present

Pete Garvey, Craig Heibert, Chris Osborne, Barry Payne, Kelly Williams, Charles Whelan and Colby Wollitz

Members Absent

John Kells, Kris Kleinsasser, Ralph Landrum, Garry Nelson and Larry Ward

Guests Present

Dick Bradow

Staff and Guests Present

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

Call to Order

President, Kelly Williams called the meeting to order at 5:10 p.m.

Approval of Minutes

The minutes from the April 23, 2015 Board of Directors Meeting (which were previously distributed), were reviewed.

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

President's Report

Mr. Williams reflected on the state of the KPGA a year ago. He and Steve McMillen met with Tom Cooksey and Jimmy Riddle about two weeks ago to discuss a statewide, Handicapped Scramble event for the 2016 season. This would be a concept similar to the favorite Oldsmobile Scramble. Local qualifiers would be held at KPGA or KGA Member Club's facility. This event would motivate play to a facility and grow the handicap database. While a final plan is not yet in place, they have come up with many exciting details. There will be a push to participate in the event at the Fall and Spring Member Conferences. He commended the Tournament Committee and Bill Coomer for including net scoring opportunities in the next National Car Rental Series Pro-Am on June 8. This is good handicap promotion and allows for more than just "scratch" golfers to participate in the Pro-Am. National's conference calls have produced some great conversations and Mr. Williams commended Pete Bevacqua's out of the box, change of culture philosophy. Mr. Williams does have personal concerns about discussions of The PGA becoming a for-profit entity and allowing non-PGA Members running the organization (CEOs taking PGA Professional's places on the Board). There was a brief discussion. Mr. Williams (via Ralph Landrum) recognized Kim Shafer for a job well done at the girl's golf clinics held recently at World of Golf. They are pleased the catalogue of player development equipment is utilized fully now. He reminded everyone to participate in PGA Golf Day to allow this stock to grow. There was a discussion about PGA governance and education costs.

Financial Report

The total operations cash on March 31 was \$251,048 as compared to \$243,041 on December 31. Specifically the account balances on March 31 were \$200,963 (Operations Account) and \$50,085 (Reserve Account). The Investment Account (Vanguard) was \$497,560. As of March 31, there were no Account Receivables. Accounts Payable as of March 31 was \$18,761 and primarily made up of the invoice from the Embassy Suites for the Spring Member Conference. Note: \$90,000 will be transferred from the Operations Account to the Investment Account (Vanguard) during the second quarter April (\$30,000), May 15 (\$30,000) and June 15 (\$30,000). Mr. Williams commended the clarity of the Variance Report.

There was discussion about the commitment of \$5,000 going towards Junior Programs (which includes Drive, Chip & Putt, the Junior Tour, Junior Amateur and Junior PGA Qualifier). The commitment was made to cover the losses up to \$5,000 within what was presented in the Junior Programs budget on December 7.

There was a discussion if the commitment to cover a gross loss of 16,000 in the KGA-PGA, Inc. should be listed as a variance item or should the budget be amended? The group was in favor of listing it as a variance item, as this may be good for showing KPGA Members the plight of the Family of Organizations.

The discussion of National's Section Accounting System is tabled under New Business. Mr. McMillen has done a lot of research and is working with Tom Schoenbaechler on a memo that will go out the Board with his recommendation. His studies include discussions with Eileen Hartmann and Sections of similar size to Kentucky who either utilize or do not use the SAS program. This memo, with a copy of sample financial reports, will be available to the board and finance committee in the next ten days and discussed at the next meeting. There was a discussion. A final decision does not need to be reached by August if the Board is not ready to do so.

There was a discussion about using BlueGolf versus Tournament Pairing Program for KPGA events. While Kentucky is the only Section using TPP, the unique relationship with the KGA allows this to work very well and TPP has grown significantly over time. The Board and Staff will always monitor the best programs to keep the KPGA successful.

Chris Osborne made a motion to approve the First Quarter Financial Report, as written. Craig Heibert seconded the motion. Motion carried (unanimous).

Secretary's Report

Pete Garvey reported on the end of the MSR cycle closing in mid-June. 86% of KPGA Members have fulfilled this requirement, ranking the Section 14th nationwide. The average is 81%. There was a discussion about staff reaching out to the remaining 32 individuals in need of hours. The Board did not see a need for this, as National has contacted these individuals numerous times.

A short break was taken.

Executive Director's Report

Mr. McMillen thanked everyone for being at the meeting. He welcomed new intern staff Kyle Twomey and Scott McKnight. It is a busy time for Handicap Marketing. Ms. Shafer sent out marketing emails to clubs, which in turn were sent to their customers. She has been following up with these clubs for tracking purposes. Week two of the six-week social media campaign is underway. The first week boasted promising results, while week two was quiet. We have added 100 new golfers to our handicap subscriptions through online capabilities. Ms. Shafer has also been traveling to public courses (along with Barbara Peak) to speak to players about handicaps, KGA playing opportunities and the junior tour. He thanked Ms. Shafer for her hard work. Erin Horn has provided the graphical assistance. Digital Golf Pass is making strides towards having a long-term impact. They have acquired Tee Time Golf Pass, thus adding 100 courses and making DGP eligible for use in Kentucky.

Sales Representative, Perry French has signed on to assist with marketing efforts. They are working with National to promote the service on PGA.com and promotion through PGA Properties and Turner Network. The PGA of America legal team (because of DGP's popularity among sections) is drafting uniform contracts for sections to re-sign. Digital Golf Pass would like to bundle Kentucky and Indiana into one "Kentuckiana" book for better promotions. They also want to make the books complimentary for 2015 (for trial use) and then market to those customers for full use in 2016. There was a discussion. The board is in favor of a "Kentuckiana" book but think the pass should be available for a 2015-2016 season at the 2016 price – so as not to give out course databases for free. The KPGA will review the new contract before it is signed.

In the sponsorship space, Mr. McMillen is working with a bank to be a patron partner (much like Clark's Pump-N-Shop) and named sponsor of the Kentucky Open. The next meeting for this deal is June 9. Flags For Freedom was held at 25 facilities over Memorial Day Weekend, the results of this fundraising effort are not in yet. Mr. McMillen is looking for feedback on those who did and did not host the fundraiser. The ED Challenge raised over \$5,000 amongst KGA and KPGA Boards, thanks to all who participated. Mr. McMillen passed around the entry brochure for the Kentucky PGA REACH Charity Pro-Am on August 3. This brochure will be distributed to the membership soon. A large portion of the entry fee is tax deductible. It is for teams of one professional and four amateurs with gross and net scoring. The entry fee is \$3,000 (\$750 for amateurs and complimentary for Professionals). Thanks to Valhalla for providing premium pricing. The goal is to have 20 teams participate. Mr. Williams is excited about this event. He played with one team last year, but gathered many donations (from those unable to play) after sending out an email about the event to his membership.

There was a discussion about the year-to-date handicap trends. Handicaps are currently down. The next major billing is coming up and should paint the most accurate picture. Mr. McMillen will follow up with numbers from the first billing (he believed it to be 4%).

There was a discussion about how the Foundation works and the use of cause marketing. Mr. McMillen still needs assistance with networking. Coach John Calipari would be interested in donating to the Foundation, but there may be an issue with the age of children who would receive funding being an NCAA violation.

Mr. McMillen asked (as part of the Sponsorship/Fundraising report) everyone take a look at the partners listed in the meeting packet and be sure to notice who is giving what and to thank and take phone calls from those individuals who support the KPGA.

Committee Reports

Assistants | Apprentices Division

As Chair John Kells was unable to attend he provide a written report.

Education Committee

Mr. Bevacqua and Nicole Weller will be speaking at the Fall Member Conference. This will be held in Lexington because of booking issues in Louisville in December. The conferences will continue to alternate between the two areas from there.

Employment Services

Employment news has been relatively quiet in Kentucky. The team has helped with six jobs this year including two non-PGA conversions and a few high level General Manager positions. The Department had a record-breaking 700 jobs in the last fiscal year. There have been 30 jobs posted so far and Members are at 2.9% unemployment. The Compensation Survey has been delayed going online but should be available soon. Kentucky finished fourth in survey completion with 65%. All Sections were down from 2014. PGA.org continues to receive feedback and updates. While it is much more contemporary, mobile friendly and

customizable – PGALinks still remains active for an extended time. There was a discussion about Members being hidden from the Member directory on the site. There was a discussion about the future of golf.

Player Development

Ms. Shafer now has a Player Development Weekly Blog and Best Practices Center available on kygolf.org. She asked everyone to save October 26 on the calendar. The PGA Player Development team will be hosting a workshop in Louisville. Her aforementioned public course visits have generated interest in the junior tour and KGA, but not with signing anyone up for a handicap. PGA Junior League currently sits at 75 teams. They are currently working on post-season play and playoff systems. Captains will be sent that information as soon as possible. There has been great feedback from those participating in club golf, after school programs and golf in schools programs. A group of high school coaches have a meeting at Golf House on Saturday and Ms. Shafer will discuss club golf with them. Mr. Redle and Mr. Coomer will also be attending. Golf House currently holds 12 SNAG sets. There were 9 reservations made last year and over 70 made this year for equipment. The Bluegrass Amateur Series details are included in this meeting's packet in a three-page document. Please look this over. Mr. McMillen updated the Fall Pilot program information – as they look at large market areas. Oxmoor Country Club has signed on to do an event. Hunting Creek Country Club is interested in hosting. Mr. McMillen would love to get Traditions Golf Club on the schedule also.

Junior Programs

Mr. Redle is traveling on the weekends to attend other junior events to recruit players and support Professionals. He continues to look at ways to incentivize becoming a tour member and signing up for multiple events. He takes every opportunity to promote the tour and has upped its print and social media presence. Tour memberships were up 2.7% in March, down 7.4% in April and are currently down 6.5% in May. Tournaments entries were down 7.7% for March, down 12.3% in April, and down 3.9% in May. He believes both entries and membership will break even with three days remaining in May and crucial deadlines coming up in the next few days. Mr. Redle is going to start a First Tee Partnership where the four First Tee Chapters can allow their students up to ten exemptions. The students can choose from a “mini-tour” of nine events and can play in two of the events. The Kentucky PGA Middle School Championship is in the works, with many details still to be determined. The Championship will be Sunday, October 11 at Quail Chase. He is always available for feedback on all Junior Programs. The Kentucky PGA Professionals have been vital to his successes thus far.

Tournament Committee

Barry Payne spoke in Kris Kleinsasser's absence. The Callaway Stableford had a disappointing turnout. There are many new faces on the committee this year, which has generated great conversations in meetings. They are working on registration flexibility, determining the best time and method to make deadline reminders and the first draft of the 2016 calendar. University of Louisville Golf Club has shown the most interest, thus far, in hosting the 2016 Kentucky Open. There was a discussion about TPP and entering a player's GHIN number being critical when signing up teams. The link between TPP and GHIN is a clear advantage for using TPP. The staff is continuing to be proactive in making registration as easy and informative as possible.

A brief break was taken.

Old Business

Bylaw Resolution

Mr. Garvey addressed a resolution of the bylaws that was sent prior to the meeting and included in the packet. In the current bylaws, Section Two, Article Six – Membership and Playing Eligibility there are concerns for KPGA Members who travel out of state to work in the offseason. In the past, Member Conferences were held in October and March, they are now held in December and February – not allowing for those who are out of state to come back in time to attend these meetings, thus affecting their playing privileges. Kentucky PGA Resolution 1 now includes language cleanup for playing privileges. There was a discussion to remove the four-hour service penalty, have this apply to first time Kentucky PGA Section transfers only and striking the word “shall” from Section B and inserting the word “may.”

Craig Heibert made a motion to approve the bylaw per the three changes from the discussion, effective immediately. Pete Garvey seconded the motion. Motion carried (unanimous).

Section Accounting System

This item has been tabled until more information is available.

District 10 Director Election

An email will go out to the membership tomorrow on Mr. Garvey’s behalf. A copy of this email, a commitment letter and Candidate Questionnaire were included in the packet. The questionnaire will go out only to those interested parties. Mr. Williams asked this process be well documented in the minutes for future boards to have precedence. The Candidates will present to the board at the August meeting. There was a discussion about when to vote on the candidates and when the candidate begins to shadow. The vote will be conducted at the October Fall Planning Retreat.

New Business

There was none on file.

Adjournment

Chris Osborne made a motion to adjourn the meeting to move into an Executive Session. Craig Heibert seconded the motion. Motion carried (unanimous).

The meeting adjourned to an Executive Session at 8:47 p.m.

The next meeting is a conference call on June 25.