
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Board of Directors Meeting
Date July 23, 2015
Location Conference Call

Members Present

Pete Garvey (phone on mute due to being on member trip), Craig Heibert, John Kells (arrived late), Kris Kleinsasser, Ralph Landrum, Chris Osborne, Barry Payne, Kelly Williams, Charles Whelan, Colby Wollitz

Members Absent

Garry Nelson, Larry Ward

Guests 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 8:01 a.m. He extended thoughts and prayers from the entire board and staff to Garry Nelson and his family as Mr. Nelson's father battles cancer.

Approval of Minutes

The minutes from the May 28, 2015 Board of Directors Meeting (which were previously distributed), were reviewed.

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

District 10 Director Report

Mr. Williams welcomed Rick Murphy and thanked him for being on the call. Mr. Murphy reported on a successful PGA Professional Championship at a wonderful facility, Philadelphia Cricket Club. There was a discussion about how the field was cut. This was done to accommodate players making reservations to stay for the entire event. Discussions will continue on this subject on a national level. PGA Junior League continues to grow and exceed expectations with over 2500 facilities participating. The PGA Player Development team is looking to conduct workshops across the country this fall to help promote growth of the game activities. The PGA is looking closely at its relationship with Donald Trump and his facilities. The Grand Slam of Golf moved to another location because of its proximity to the PGA Junior League Championship. Kentucky PGA Board members asked questions about the PGA's takeover of PGA Junior League and what changes they can expect, the National board composition changing and the possibility of the PGA changing its nonprofit status. Mr. Murphy will report more in depth on these items in future meetings. He will also follow up on communication issues between the PGA Junior League team and the Kentucky Section and disappointment over the Chase Sapphire partnership. He thanked everyone for the opportunity to speak. Mr. Williams thanked Mr. Murphy again before he exited the call.

President's Report

Mr. Williams thanked the staff for their hard work this season. With the addition of many Drive, Chip and Putt events and renewed vigor, but less staffed junior tour – it has spread the staff thin and they have done a wonderful job. Mr. Williams has concerns about how Drive Chip and Putt is operated – especially the demands placed on small sections like Kentucky. He hopes to see the board create a plan to alleviate this issue. Mr. Williams is disappointed in the participation for the PGA REACH Kentucky Pro-Am. Four teams are registered to play, but it is not too late to sign up. This supports the Kentucky Golf Foundation and what we do as PGA Professionals. Mr. Williams asked for feedback as to why more teams have not signed up. There was a discussion about the cost being too high, looking at a less expensive venue, people not seeing the Kentucky Golf Foundation as a worthy charity, how communications for the event have been sent out and hiring a marketing professional to send out the message. Mr. Williams asked everyone to share their thoughts more via email or phone. A plan needs to begin for the 2016 on August 4 and we may need to look into forming a committee to aid in bringing in more participation next year.

Financial Report

Ralph Landrum reported the Second Quarter Financials went out last week. Assets continue to grow and the report was well prepared by Mr. McMillen. More information will follow at the August meeting. Also at that meeting, the concept of the Kentucky PGA utilizing the Section Accounting System will be on the agenda.

Executive Director's Report

Mr. McMillen thanked the staff, especially Chris Redle and Kyle Twomey on their hard work on the Junior Tour this season. He reported needing ten more teams for the PGA REACH Kentucky Pro-Am. This week, sponsor Jimmy Kirchdorfer matched the current Professional Purse. It is now \$5,000. We have a new relationship with Kroger and Anheuser-Busch. For the next four weeks at 95 Kentucky Kroger locations – we will gain (and receive a match from Kroger and Anheuser-Bush) a portion of the coin box collection. The Kentucky Golf Foundation stands to gain about \$15,000 from this collection. In addition, we will be conducting eight Family Fun Zones in the month of August at various Kroger locations to bring fun, golf activities to a nontraditional location. The PGA and their media team are excited about this. We will need a PGA Professional at each site and will pay them \$200 for their time.

Membership in the Kentucky PGA Junior Tour is going well with 485 (475 last year, competitor has 410) members as of July 18. Mr. McMillen would like to see that number rise to 500 and believes this can be done with the positive direction the tour is taking. Tournament entries are critical and as of July 18 we have 2,203 (2,115 last year), which shows a positive spike. Revenues are at 89% of the budget, which is just over \$174,000 (\$159,000 last year). Expenses are at 64% of the budget which is about \$120,436 (\$58,000 last year but major difference is the costs are now figured at a monthly and biweekly basis last year it was a lump sum payment). The tour has one more week to go and some events scheduled for the fall. We expect to break even or do a little better. Mr. McMillen cannot thank Mr. Redle enough for his efforts. The past staffing model was too high but the current staffing model cannot sustain the workflow. The staff will get together after the season ends to come up with a thoughtful solution and balanced approach. Mr. Redle thanked everyone for their support. He thanked host facilities for also doing a wonderful job supporting events held at their facility to aid the current model. He is putting together details to bring the tour to the next level going forward.

The Bluegrass Amateur Series has seven verbal commitments for facilities hosting weekend events this fall. They begin on September 5 at Kearney Hill Golf Links. The membership fee is \$40, which will net about \$25 per golfer in profit. Entry fees per event range from \$75-90. Mr. McMillen is waiting on some important host agreements to be signed before he is able to market the events to the public. He will send a list of those who needs to sign agreements to Mr. Williams for his assistance.

Tournament Committee

Kris Kleinsasser thanked the staff and the junior tour for a job well done this season and for the use of SNAG equipment to enhance teaching and clinics. He gave kudos to Mr. Redle and Mr. Twomey. He attended the event at Greenbrier Golf and Country Club and heard nothing but positive feedback. The Kentucky Open starts next week with 290 entries (budgeted for 320 entries). Fortunately, none of the fixed costs will be adjusted. The Kentucky PGA Professional Championship is at the Club at Olde Stone for 41 players and the Kentucky PGA Senior Professional Championship will be held at Oxmoor Country Club for 18 players. Both of these entries are disappointing. Three events have been rescheduled: The Pro-Senior will be at Harmony Landing on September 22, the Pro-Assistant will be on October 12 (tentatively at Summit Hills) and the Bill Long Mega Pro-Am will be held on October 1 at Wildwood Country Club. The Committee is looking at the 2016 calendar and moving some major events around to alleviate strain on the professionals and boost participation. Mr. Kleinsasser is always open to and encourages feedback.

New Business

The next board meeting is changed from a conference call to a face-to-face meeting to discuss some important issues. Mr. Williams urged everyone to mark this on their calendars – as this is a crucial meeting to attend.

Adjournment

Craig Heibert made a motion to adjourn the meeting. Kris Kleinsasser seconded the motion. Motion carried (unanimous).

The meeting adjourned at 9:01 a.m.

The next meeting is on August 27 at 5:00 p.m. at Golf House Kentucky.