
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Board of Directors Meeting
Date January 14, 2016
Location Conference Call

Members Present

Danny Baron, Pete Garvey, Craig Heibert, Brad Hicks, Kris Kleinsasser, Ralph Landrum, Garry Nelson, Barry Payne, Will Schneider, Larry Ward, Kelly Williams, Charles Whelan

Members Absent

Colby Wollitz

Guests Present

Rick Murphy

Staff and Guests Present

Erin Horn, Steve McMillen

Call to Order

President, Ralph Landrum called the meeting to order at 8:32 a.m.

Approval of Minutes

The minutes from the December 6 Board of Directors Fall Member Conference Meeting (which were previously distributed), were reviewed.

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

President's Report

Mr. Landrum thanked everyone for attending. He encouraged everyone ask questions. He complimented the work of past boards with good policies and procedures in place and solid financial status. He encouraged everyone to review the Robert's Rules of Order information included in the meeting packet. The main goal of the Section, Board and Committees is to serve the Member and grow the game. There are good products available to the membership in education and tournaments, but we need to focus on growing attendance numbers. This may involve a shift to outside-the-box ideas to inspire members and explain why they need to participate. He encouraged everyone to let opinions be heard and not to be afraid to embrace new ideas. The officer core will meet with Scott Kmiec at the PGA Merchandise Show to look at improving the handling of Kentucky Golf Foundation money. At the Spring Member Conference, Mr. Landrum would like to establish a nominating committee of three to four past presidents to recruit Members to run for the board.

District 10 Director Report

Rick Murphy reported Derek Sprague being named Managing Director of Liberty National Golf Club. Sprague will be employed by the PGA TOUR as part of an expanded operational relationship between Liberty National and the TOUR. Mr. Sprague is very excited about this new opportunity, which he was sought after (did not pursue). He will continue to serve on the National board but will excuse himself from any portions of meetings posing a conflict of interest. The Centennial Celebration kicks off at the Show. For 90 days following the Show, there will be an increase in media and branding of the PGA Professional, including those in the Kentucky

Section. Mr. Murphy attended a Business Simulation education opportunity at the Annual Meeting, this is a great opportunity to interact with an online learning program. It will make an impact. Interviews are complete for the Senior Employment Director position and a hiring announcement is coming. The additional four new consultants should also be in place by the Show. Mr. Murphy is very focused on consultants having involvement that is more comprehensive. He encouraged anyone with questions to reach out at any time. There was a discussion about the Youth and Family Summit, better training for employment consultants, employers realizing the value of a PGA Professional and the use of video for marketing education.

Financial Report

Pete Garvey congratulated the new board members to their first meeting. He encouraged everyone to get involved. Mileage reimbursement has changed (per IRS) to 54 cents. Mr. Garvey and Mr. McMillen are working closely on an RFP to send out to three firms (that will not include DMLO) for an audit of the Kentucky PGA. There is a February 5 deadline on the RFP and the selected firm will be based on a recommendation made by the committee. With the upcoming tax season, there may not be much action until after April 15. The committee is also vetting an online process going to Vanguard Brokerage Services (keeping investments in the Vanguard family, but moving to exchange traded funds), but this is not complete. The goal is complete this by the Spring Member Conference Board Meeting. The KPGA is currently going through the year-end financial review. The books should close on February 2 and financials available in mid-February and sent to the board a week before the Spring Member Conference meeting. The amount of the gift passed as a motion in the previous meeting is not determined yet and will be 50% of profits, less investment revenues (25% will be an unrestricted gift and 25% will be restricted). There was a discussion about where this gift will go, according to the motion, and whether the motion should be amended to add the Kentucky Golf Foundation as a possible beneficiary. The tape from the December 6 meeting will be reviewed.

KGA-PGA, Inc. Report

Kelly Williams reported on an approved budget last month, cash flow positive in the amount of \$25,858. This is an encouraging step and the KPGA board certainly helped with a greater contribution. Steve McMillen will have his annual performance review the first week of February. Tom Cooksey will lead this meeting and Mr. Williams will be the representing KPGA President. He asked for any feedback from the board for this review. Mr. Williams sent his regrets of not being able to attend the Spring Member Conference, as he is attending the District 10 Incoming Director Orientation. He cannot miss this orientation and will miss being part of the Section meeting.

Executive Director's Report

Mr. McMillen reported on the staff implementing The Four Disciplines of Execution book principles to impact the Family of Golf Organizations. Once their work is shared with the KGA-PGA, Inc. Board, it will be passed on to the KPGA. He encouraged everyone to read the book. Moving the website to responsive mode is still in progress and has been an eye opening, interesting project. There are many different platforms to view information. The project is currently ten days behind schedule. Transferring from one site to the other will cause viewing issues for about 24 hours. Please provide any feedback you have on the updated website to Erin Horn. The KGA is working with Talgrace Marketing on a mobile app with great features included targeted notifications. This is relatively inexpensive and uses handicap dollars. The first phase will come out in early February and should be ready to launch by the Spring Member Conference. Royalties from the 2014 Ryder Cup team uniforms have arrived. \$5,000 will go on the 2015 books, per instructions from The PGA, causing a positive variance. The \$5,000 royalties will continue.

Secretary's Report

Craig Heibert thanked everyone for a great Certified Professional Program Sweet 16 General Management Seminar on January 11-12. Todd Sammons and Bill Cioffoletti did a great job and gathered a lot of feedback from this pilot program. Eleven Professionals attended and eight became certified after the class (one audited the class and two had under five years of membership and need to take the knowledge test) The instructors will return in the Fall for the Teaching Certification, Golf Operations in the Spring and Player Developing the

following Fall. A Pro2Pro Workshop on teaching was held at the University of Kentucky Golf Complex on January 6. He thanked the University for use of the facility and Tenny Ohr and Mike Finney for their knowledge. There are three workshops remaining: Retail with Danny Baron, Tony Pancake, Eric Gilliland and Jason Eberle; Career Enhancement with Pete Garvey and Dick Bradow (both at Golf House Kentucky) and Player Development with Kim Shafer and Donnie Caldwell at Eastern Kentucky University. The Spring Member Conference will feature keynote speaker James Sieckmann. Kevin Smeltz will headline the Teaching Summit the following day at Keene Trace Golf Club (Champions Course). This is an optional opportunity for the Conference for \$25. Mr. Heibert thanked Danny Baron and his subcommittee on their work securing quality speakers and Keene Trace for playing host to the Teaching Summit. He asked for help from the board and District Directors on getting the word out on all of these opportunities. The Education Committee has succeeded in two of their goals: offering a variety of educational opportunities that target four areas (teaching, player development, golf operation and personal growth) and creating online resources to enhance member education (this is now on kygolf.org – thanks to Ms. Horn and Tyrus York for their assistance). They are about five Certified Professionals shy of their goal of increasing to 35. This should be achieved with the Teaching Seminar in the Spring. Kentucky will have the highest percentage of Certified Professionals of all Sections.

Old Business

There was no old business on file.

New Business

Mr. Garvey asked the KPGA explore making the Kentucky Golf Foundation the charity of choice at the Member Conferences to allow Members and apprentices to have “more skin in the game.” This will be discussed at the Spring Member Conference Board meeting.

Barry Payne asked what the criteria is to be selected for the Herb Graffis Award (Section of the Year) and if KPGA goals should be focused on winning this. Mr. Landrum will research this.

Adjournment

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

The meeting adjourned at 9:28 a.m.