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# ASSOCIATION MEETING MINUTES

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**Association** Kentucky PGA  
**Meeting** Board of Directors Meeting  
**Date** February 28, 2016  
**Location** Marriott Griffin Gate Resort

## **Members Present**

Pete Garvey, Craig Heibert, Brad Hicks, Kris Kleinsasser, Ralph Landrum, Garry Nelson, Barry Payne, Will Schneider, Charles Whelan, Colby Wollitz

## **Members Absent**

Danny Baron, Kelly Williams

## **Staff Present**

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

## **Call to Order**

President, Ralph Landrum called the meeting to order at 3:59 p.m. He thanked the staff for their work. He challenged the board to make positive changes. He encouraged varying opinions on topics, as long as the group leaves the meetings as a unit in agreement. He would like lead committees to do work quickly with the limited amount of time they have to make changes.

## **Approval of Minutes**

The minutes from the January 14 Board of Directors Fall Member Conference Meeting (which were previously distributed), were reviewed. Craig Heibert asked for the word “spring” to be changed to “fall” in the last sentence of the Secretary’s Report.

*Charles made a motion to approve the minutes as written with the discussed change. Pete Garvey seconded the motion. Motion carried (unanimous)*

## **President’s Report**

Mr. Landrum thanked everyone for attending. The PGA Show was a success with a 3% increase in attendance. This has become quite an event with the various activities happening during the week. Mr. Landrum, Mr. Heibert, Steve McMillen and Kelly Williams met with Rick Murphy during the show to discuss his running for the PGA Board. Mr. Landrum and Pete Garvey also met with Russ Libby. Mr. Landrum spoke with Jim Richerson on the phone. The officer core will be attending the Super Regional in Atlanta but have not decided on a candidate to back at this time. Mr. Landrum congratulated Kelly Williams on his upcoming District 10 Director position and thanked him for this work. There is a lot that goes into this position. He also congratulated Mr. Heibert on a successful CPP Sweet 16 Education Program, which certified eight Professionals in General Management. The goal is to have 35 Certified Professionals by the end of the year. Mr. Landrum will encourage involvement in the Bluegrass Amateur Series at the Member Conference; while slow to start, this is a great way to increase rounds of golf, revenue and handicaps. He thanked all who are hosting these events. He encouraged involvement in PGA Junior League Golf and will stress to the membership the importance of getting background checks completed. There was a discussion about the PGA Youth and Safety Program. Kim Shafer will check into various questions with National. The Kentucky PGA will have a spotlight segment on Golf Channel’s Morning Drive on March 1. This will be heavily promoted. There was a discussion about the GolfTEC partnership with the PGA. Mr. Landrum will explain this at the Conference.

PerformanceTrak is being phased out and Professionals can continue to collect this information from Golf Data Tech at no charge. There was a discussion about increases in funding from National Car Rental, which Mr. McMillen will follow up on.

Mr. Landrum presented notes from District 10 Director, Rick Murphy, in his absence. The PGA Centennial Celebration aims to enhance employer perception of PGA Professionals. This kicked off with an opening tee shot at the Show and continues with the #ThxPGAPro social media campaign, PGA National Instruction Day from six sites on May 4 on the Golf Channel (this will become an annual event) and much more. The PGA of America improved their bottom line by \$1 million and Valhalla Golf Club had an extremely profitable year with revenues increasing \$600,000.

Chris Osborne will present a Golf House Kentucky update at the conference, representing President, Kelly Williams. Mr. Garvey read this report. The KGA-PGA have two primary current objectives: closing the 2015 fiscal year and conducting an annual performance of Steve McMillen. The review of Mr. McMillen was very favorable and the organization is appreciative of his efforts and the work of the staff. KPGA Member Facilities need to continue to grow handicaps and support the Kentucky Scramble. This board will meet next on March 30.

### **Financial Report**

Mr. Garvey noted the KPGA had a net profit of \$9,406 based on the pledge to KGA-PGA. Books are now closed and will be transferred next week. The first half of the gift to the KGA-PGA is \$19,809 and will be paid next week. Board Members were asked to refer to the financials given out via email, rather than the printed board packets distributed at this meeting, due to a printing error. \$20,000 is budgeted for a financial audit – which brought the bottom line in 2015 to \$39,618. There was a discussion about member education revenues and tournament operations revenues versus expenses. Mr. Garvey will speak with Eileen Bock about this by the next meeting and the discussion will be moved to Old Business.

The Finance Committee continues to work on a possible audit. Two of three RFPs have been returned from Strothman and Company and Dean Dorten. There is a significant difference in price between the two proposals. Strothman is \$3,000 less and includes an efficiency evaluation. Their managing partner is Bill Meyer, whose father is a Past President of the KPGA and a Hall of Fame Member.

***Pete Garvey made a motion the KPGA hire Strothman and Company to prepare the 2015 financial audit, less preparation of the 990 forms, based on the Strothman and Company proposal. Garry Nelson seconded the motion. Motion carried (unanimous).***

The audit will be presented by Strothman and Company at the August meeting. The transitioning of the books to national will begin in September. Mr. McMillen and Barbara Peak will travel to PGA Headquarters for training in September, as well. The first official day on the system is January 1, 2017.

### **Secretary Report**

Mr. Heibert will recognize new apprentices, section transfers, new members (and present badges to them), Certified Professionals and Master Professionals at the Member Conference.

### **Executive Director's Report**

Mr. McMillen thanked the staff. The website has been updated to responsive mode (which provides better visual content across desktops and mobile devices). There are still a number of updates to be made, but the lion's share of the work is complete. A new mobile app is on the horizon for the family of organizations. This will provide a directory and push notifications specifically designed for KPGA members. New ties were distributed; Mr. McMillen asked all attendees wear this tie tomorrow. Revenue programs are progressing nicely and more information will be shared after the Foundation meeting at the end of March. He challenged everyone

to donate to the Foundation. He thanked everyone for their support last year and distributed a Foundation brochure. He will match any donation made in 2016 up to \$25 and will be offering the same challenge to the KGA Board. The staff will be collecting money for the Foundation at the conference. Also at the conference: Jamie DeKeuster will make a presentation on PGA Golf Day, Mr. Garvey will speak about the Foundation and Chris Osborne will recognize the KPGA Fund Player Development Grant Recipients. Chris Redle offered to make a donation match to those who donate.

## **Committee Reports**

### **Assistants/Apprentices Division**

Will Schneider submitted his report as written. Bill Coomer is reaching out to Dave Harner for Assistants Championship raffle prize information. The Pro2Pro Career Enhancement Workshop for assistants and apprentices will be moved to a different date. It will now be held at Idle Hour Country Club, limited to the first 12 people who sign up and include lunch and a round of golf. There was a discussion about engagement issues, especially amongst apprentices, at education opportunities. The Board would like this Committee to look into setting defined goals, creating a mentorship and focusing on education. Mr. Heibert will explore how apprentices are progressing into Class A Professionals. There was discussion of adding an apprentice to the Education Committee to increase engagement. A Vice President will be elected at tomorrow's meeting. The group only meets twice per year (during Member Conferences). Mr. Schneider will get ideas together to approve by May or June.

### **Education**

Mr. Heibert announced the changes to the Pro2Pro Workshop. The next CPP Sweet 16 Workshop will be scheduled for a fall date, likely in October.

### **Marketing**

Barry Payne will announce the formation of this committee (which has merged with the Sponsorship and Fundraising Committee) at the Conference. The Committee is scratching the surface of what it hopes to accomplish, mainly in the area of promoting the KPGA Member. He will review the sponsorship cycle at the meeting. There was a discussion about a potential issue with Dever, Inc. | E-Z-GO Sponsorship. The committee is creating goals, gauging resources (email databases and technology) and looking at current staff procedures to promote the KPGA. They also aim to promote the Kentucky Open, PGA Golf Day, Bluegrass Amateur Series and the #ThxPGAPro campaign. He encouraged everyone to upload a video to social media to support this. Staff will reach out to members to do the same.

### **Break for dinner.**

### **Player Development**

Mr. Landrum reported since Get Golf Ready began, users have spent \$1 billion on golf merchandise, according to World Golf Foundation. Phil Armbruster will be at the conference to market the Kentucky Scramble. The Bluegrass Amateur Series has nine events lined up. Whitney Deckert, an ECU student will be doing the pre and post event work in TPP. This program is slow to start, but should gain momentum. Middle School Championship qualifying sites will be completed in the next few weeks and the "50 rule" has gone away. PGA Junior League Golf is progressing nicely and recently underwent some changes in the language due to poor verbiage. There are no such things as open and closed leagues and no team will be shutout of any playing opportunities.

### **Special Awards**

Colby Wollitz outlined proposed changes to Special Awards: the nomination process will now ask for a reason for nominating someone and a committee with a chair, vice-chair and staff will do work and meet with subcommittee of past winners, officers and district directors to determine winners. Winners' applications will be "spruced up" before being submitted to National. There was discussion about the timing of Special Awards and announcing award winners ahead of the ceremony. There was a discussion about the lack of attendance by Players of the Year at Hall of Fame banquets. The Committee will work with Mr. Landrum to petition to

National to move their National Award deadline dates. The Committee is working with Kim Shafer to submit the Herb Graffis Award (awarded to the top Section of the PGA). Mr. Landrum will look at getting information about previous Herb Graffis Award winners.

## **Tournaments**

Kris Kleinsasser presented a new Pro-Am concept held at Lake Forest Country Club. A member there approached Head PGA Professional Keith Ohr about sponsoring an event for \$10,000. This event would be held on Thursday, October 13 because no other Mondays are available on the 2016 tournament calendar. The hope is it would be moved to a Monday in the future. Because the event is late in the season, it would not award Player of the Year points.

***Kris Kleinsasser made a motion to add the Feeders Supply Pro-Am on Thursday, October 13 at Lake Forest Country Club to the Tournament Calendar with the hopes of moving this event to a Monday going forward. Barry Payne seconded the motion. Motion carried (unanimous).***

The Tournament Committee has received feedback that many events are “stale”. To that end, they have come up with some new concepts for events. The Pro-Assistant will now also feature a Pro-Pro Division, for those who do not have Assistants to participate. The Tri-Pro Nassau will replace the KPGA Classic and professionals will sign up as individuals and paired by blind draw. The format of the event is a 3-person team playing nine-holes of scramble, best ball and alternate shot. The Pro-Pro-Indy will replace the Tournament Series Championship – this will still be a two-day event featuring individual stroke play scoring and four-ball competition. Players will compete in nine-holes of individual stroke play and four-ball team competition (played simultaneously) on the first day, followed by a fun team shoot-out (seeded by the morning event). The final day will continue with 18-holes of individual stroke play and four-ball team competition (played simultaneously). The individual stroke play aspect still allows this event to assist in determining player of the year standings. One additional event is a culmination of these three events and the Pro-Pro Championship. By signing up for the 2016 KPGA Players’ Fee, professionals can compete in the KPGA Pro-Pro Series event. This event will divide even numbers of teams to compete against one another in a season long battle for a cash prize to be given out to each team member at the Fall Member Conference. Prize monies will come from sponsorships and participation. Team captains will be chosen by the Tournament Committee to divide the teams. This will encourage more member play.

***Pete Garvey made a motion to adopt the new KPGA Pro-Pro Series as written. Craig Heibert seconded the motion. Motion carried (unanimous).***

The Tournament Committee has been researching the idea of moving tournaments operations to BlueGolf software. The Tournament Committee recommends that the KPGA continues to use Tournament Pairing Program and sees no compelling reason to discontinue use of this software. The Tournament Committee will continue to evaluate TPP, BlueGolf, as well as other options for future use.

## **Old Business**

There was no old business on file.

## **New Business**

### **2016 Business Plan**

Mr. McMillen presented the 2016 Business Plan, which was previously distributed. The goal is to have this Business Plan approved at the next Conference Call and for each Committee Chair to analyze it carefully before that time. There was discussion. The Mission and Purpose of KPGA will be changed to “Serving the Member, Growing The Game,” to match National’s goals. The Marketing Committee has been tasked with developing a Vision statement over the summer. The Board will create goals and ideas for each committee (will put on the agenda for the August 25 meeting agenda for the following year). Each committee will then present those at the

Fall Retreat. At every meeting following the Retreat, they will report on how they are completing and meeting these goals. A running memo will be kept in the Scorecard area. Mr. Williams has said his biggest regret as President was not giving committees enough direction. Mr. McMillen explained the Scorecard Summary. Ideally, Committee Chairpersons and Staff Liaisons will update this constantly. The Board will review changes and discuss the plan at the next meeting with the Vision pending for the Fall. This must be complete by April 1 for ADP funding.

#### **Garry Nelson**

Mr. Nelson announced he would officially be leaving the Kentucky PGA Section to move to Indianapolis on March 1. He thanked everyone for their friendship.

#### **Craig Heibert**

Bill Coomer announced Mr. Heibert will be receiving the Gene Sullivan Award from the Kentucky Derby Festival at their Pro-Am this year. Congratulations to him on a well-deserved honor!

#### **Executive Session**

***Garry Nelson made a motion to adjourn the meeting. Brad Hicks seconded the motion. Motion carried (unanimous).***

The meeting adjourned into Executive Session at 7:56 p.m.

**The next meeting will be a conference call on March 24 at 8:30 a.m.**