



PGA

Northern California Section

BOARD OF DIRECTORS MEETING MINUTES

February 27, 2017

Thunder Valley Casino Resort – Lincoln, Calif.

Conference Call Information

Toll Free: 1-888-394-8197 / Participant Passcode: 937431

Board Present: Tracy Stansberry, Bill Troyanoski, Dede Moriarty, Mike Dowd, Jessie Walker, Ward Sutton, Dennis Tuhn, Nick Bailey, Shawn Kelly, Dan Brace, Jeff DeBenedetti, Pat Jones, Mike Galli, Travis Alley

Conference Call: Ed Winiacki

Past President: Bob Young

Staff Present: Nancy Maul, Brenda Harris, Ellen Lalande

Guests: Greg Feddersen (representative for Jeff Palmer)

I. Meeting called to order at 1:00PM – Tracy Stansberry, PGA

1. President Stansberry encouraged Board to head over to the NCGRA Show to shake hands and support representatives for 15-20 minutes
2. Board reconvened at 1:15PM

II. Invocation led by Vice President Bill Troyanoski, PGA MP

III. Swearing in of New Directors – Completed at NCPGA Annual Meeting in December

IV. Past President's Comments – Bob Young, PGA

Past President Young thanked the board and staff for their support, and welcomed new directors. PP Young offered his congratulations to Marshall Cusey on his promotion to the PGA of America National Office.

V. Action Items

1. Minute Approval – December 4, 2016
 - i. Motion: Director Tuhn
 - ii. Second: Director Brace
 - iii. Approved – Unanimous

VI. President's Report – Tracy Stansberry, PGA

1. Review Action Item and Request Log – All items are complete.
2. PGA of America Update

- i. New faces at HQ: Jim Furyk appointed as Ryder Cup captain. John Deere named as official golf course turf equipment provider of the PGA of America.
 - ii. President Stansberry deferred to VP Troyanoski for update on national committees and on President Levy. VP Troyanoski shared that committee size will be half of initial developments and core committees are anticipated to streamline process. Reasoning: by reducing the size of the committees, groups could meet 3x per year. VP Troyanoski remarked that the first meeting in Dallas this year went really well. He encouraged members to share ideas on whether we thought it was good to shadow our committee structure based on what PGA of America is doing at the national level.
3. Reviewed Committee Chairperson/Division Listing, Board of Directors Contact List, and Board of Directors Schedule; requested members to add to their calendars.
4. President Stansberry shared on a personal note that he has relocated to Arizona and intends to resign soon. He advised that he has already been in touch with the Southwest Section.
5. Report concluded; no questions.

VII. Vice President's Report – Bill Troyanoski, PGA

1. Reviewed 2016 End of Year Financial Statements
 - i. Statement of Activities: Loss in Section activities in 2016, but we did better between the lines during the latter part of the year. Re: Divisions and Chapter Activities, we are on stable ground and close to breakeven.
 - ii. Balance statement clarification: Loans receivable reflect increase of \$6,000, which was approved by board (accrual); accounts payable and accrued expenses escalated by \$40k as we used cash earlier in the year. Current deferred revenues are lower than this time last year. Greater detail is available at the request of the Board.
 - iii. Revenue stream into the Section: Refer to Notes to Combined Financial Statements Years Ended Dec. 31, 2016 and 2015. ADP funding shows at \$160k, and is set to increase year over year. The use of that money is restricted to events and activities in line with inurement rules.
 - iv. Report concluded.
 1. Director Bailey inquired about what ADP funding entails. VP Troyanoski clarified that Association Development Program (ADP) funding is money that comes from PGA of America to the Sections to support the PGA professionals at the Section level. Advised that it could be used for overhead, tournaments, Drive, Chip and Putt, etc.; President Stansberry added that the amount used to be \$90k, however PGA of America elected to increase this amount annually when new national media revenue stream was negotiated in 2014. Nancy Maul added that yearly reporting is required to ensure HQ understands how our money was spent.
 2. Director Jones questioned whether we have access to an ADP report. Maul confirmed that we do. Director Jones stated that he would like the board to have a better

understanding of where sponsorship monies are spent “beyond the budget”. Maul explained that the sponsorship dollars which go to the tournament program, are allocated based on sponsor strategies. Funding from PGA Tour and Omega are allocated based on direction of tournament committee, taking into account other sponsor dollars. The allocations are then shared with the Tournament Committee.

3. Director Jones queried as to whether there is a Business Development Committee. Maul answered in the affirmative, mentioning that it’s at the President’s discretion. President Stansberry advised that board can revisit and discuss options.
4. No further questions.

VIII. Secretary’s Report – Dede Moriarty, PGA

1. Membership Report (as of February 15, 2017)
 - i. Total Membership: 1,125
 - ii. Total Members: 912
 1. Total Inactive: 34
 2. Total F: 11
 - iii. Total Apprentices: 213
 1. Suspended Apprentices: 54
 - iv. New Facilities since 11/18/2016: 1
 - v. New Apprentices since 11/18/2016: 14
 - vi. New Members since 11/18/2016: 9
 - vii. Transfers into Section since 11/18/2016: 10
2. Reviewed Membership Dashboard
3. Report concluded; no questions.

IX. Executive Director/COO Report – Nancy Maul for Chris Thomas, PGA

1. Section Operations Update: Brian Rich, MEd., has been hired to Player Development and Membership Services Director. He comes to us from New Mexico and starts on March 15. Jeff Sanchez has also been hired in a business adjunct position. He has committed to 3 months with a retainer and his goal is to bring in \$80-100k over the next year.

- i. Director Tuhn inquired on where the money that Jeff brings to Section will go. Maul advised that the money will be directed based on sponsor strategies, the goal is to allocate to the Section primarily .
- 2. Reviewed 2017 ED Conference & Merchandise Show: Unable to report on Day 1 of the ED Conference due to food poisoning; advised ED Thomas will provide update at next BOD meeting. The remaining days held numerous meetings to go over sponsorship agreements, which we are currently in the process of finalization for 2017.
- 3. Reviewed Junior Tour of Northern California (JTNC) program in conjunction with NCGA. We anticipate 850 members in the Junior Tour this year, and have successfully negotiated exemption for players into Ellie Mae Classic.
- 4. CAG Update: Board is transitioning to a more revenue-generating position to ensure adequate staff for goal achievement.
- 5. NCGRA Show: Maul thanked the Board for spending time on the floor to support our representatives.
- 6. Reviewed upcoming events and encouraged board members to come play when scheduling allows.

X. NCPGA Foundation Report – Dede Moriarty, PGA

- 1. 2017 Update: Seven new board members elected; of the appointees, six are non-PGA and the other is Chris Thomas, PGA. Foundation President Moriarty expressed confidence in the diverse group of new members, with the belief that they will truly help our foundation grow. FP Moriarty advised that during the process of officer elections, ED Thomas is the acting VP/Treasurer and Tim Burr is the acting Secretary.
 - i. PGA HOPE continues to be face of the NCPGA Foundation, and continues to expand with full funding for clinics. Moriarty encouraged Board to join the list of participating facilities. The foundation will also remain committed to legacy programs including those for apprentice and junior scholarships.
 - ii. Moriarty remarked that the structure for committees and projects are now in place, and PGA/non-PGA participants are needed. Board members are encouraged to participate or refer interested parties to herself or Nancy Maul for more information.
- 2. Report concluded; no questions.

XI. PGA of America Reports

- 1. District 11 Report – Scott Ashworth, PGA: Not present. No report.
- 2. Employment Services Report – Carol Pence, PGA/LPGA: Not present. Refer to p. 40 of board packet.
- 3. Discussion: President Stansberry advised that PGA of America hired a new employment consultant for the Pacific Northwest. He confirmed that Carol is now dedicated to the NCPGA Section full time.

XII. Section Reports

1. Assistant Executive Director – Nancy Maul:
 - i. November – January is a busy time for sponsorship development. Currently we have secured about 77% of funding in relation to this time last year. A few of the new big sponsors from last year were happy. We plan to meet if not exceed last year's partnership dollars.
 - ii. Discover is looking to renew partnership but change assets. Getting sponsors for Pro-Series continues to present a challenge, as partners prefer to reach clients who are eligible for other events.
 - iii. 18Birdies was a new partner in 2016 and we expect the partnership to strengthen as we move forward. Last year the focus was to get members using their platform. This year, the primary focus will be on the end user but they realize that maintaining a partnership with the pros is an important link to reach their target.
 - iv. Eldorado has reduced involvement with us this year and we are not sure if they will add dollars unless more people book rooms. There are now two contacts, which include Mark Conn in addition to Chase Stigall.
 - v. Director Bailey asked if partnership is Jeff Sanchez's area of focus as the business adjunct person. Maul confirmed that it is.
2. Report concluded; no further questions.

XIII. NCPGA Chapters

1. Bay Area – Jeff DeBenedetti, PGA: Still holding events. Top 6 will play in Chapter Challenge. Seems to be going well, even though wet.
2. Monterey – Pat Jones, PGA: Reviewed event schedule and provided recap of awards meeting. RJ Harper was inducted into the MBAC Hall of Fame, Eric Gray received apprentice scholarship with funds raised from fall pro-am. Bayonet & Black Horse GC is anticipated to host PGA Pro Championship in 2018 upon signing agreement later this month.
3. North Coast – Greg Henderson, PGA: Not present. Refer to p. 43 of board packet.
4. North State – Mike Galli, PGA: Due to weather we pushed events back and will kick off season in April. Doing really well with sponsors this year.
5. San Joaquin – Greg Feddersen, PGA for Jeff Palmer, PGA: Held town hall meetings to determine how to increase participation and encourage members to become more active. Tournaments will be more localized in hopes of achieving this objective. Sponsorship is good; Sierra Golf Management, Andy Paisal Golf Sales and Oakley are current sponsors.
6. Sierra Nevada – Travis Alley, PGA: Waiting for weather to clear out; have had lots of snow and rain this winter. Most of Tahoe golf waiting until May when season typically starts. Chapter annual meeting was 1-2 weeks ago and went well. Chapter is experiencing challenges with sponsorship.

Getting ready for big junior golf event Fred Alexander memorial. Tournament schedule is coming together.

XIV. Committees & Task Forces

1. Apprentices/Mentoring – Ward Sutton, PGA: Reviewed p. 44 of board packet. Committee is trying to grow and have added seven new members. Goal to expand more into Bay Area Chapter. Advised that committee is having trouble with apathy in Section's apprentice core. Would like to make apprentice orientations and attendance at least one event mandatory before tournament participation. If anyone has suggestions or tips, please contact a committee member.
2. Awards – Mark Naylor, PGA: Not present. No report.
3. Past President/Business Development – Len Dumas, PGA: Not present. No report.
4. Communications/Public Relations – Ed Winiacki, PGA: Four new committee members have been added to the committee, enabling us to include representation from all six chapters. Anticipating new focus on public relations and showing the value of PGA Professionals. First meeting is in two weeks and will have update shortly after.
5. Education/Teaching – Ward Sutton, PGA: Committee is working on three main events for remainder of the year. Trying to get Certified PGA Professional (CPP) course online, working on education session in October, and currently reviewing PT Forum survey. Teaching Competition is still set for April 2017.
6. Growth of the Game – Mike Dowd, PGA: Awaiting new hire; have not yet established agenda. Looking forward to getting started. Meeting was scheduled for next week but putting off until after Brian Rich's first day.
7. Junior Golf – Bill Troyanoski, PGA: Committee met in December to work on Golf in Schools program. 90% of written curriculum is ready to present to Section. Looking forward to new Player Development Committee call this Thursday.
8. Nominations & Elections – Len Dumas, PGA: Not present. No report.
9. Policies & Procedures – Tracy Stansberry, PGA: No report.
10. Tournaments – Shawn Kelly, PGA: Reviewed Tournament Committee call minutes on p. 45 of board packet. Stuart Smith has taken over as committee chair.

XV. NCPGA Divisions

1. Senior Division – Shawn McEntee, PGA: Not present. President Stansberry advised that they did hold elections and new division board members are in place.
2. Assistant Apprentice Division – Michael Merritt, PGA: Not present. No report.
3. Women's Division – Dede Moriarty, PGA: No report. Will have update at next board meeting.

XVI. Unfinished Business: None.

XVII. New Business

1. Director Walker encouraged board to host JTNC event. Remarked that the team setting up the event had everything taken care of and were easy to work with; did not have any problems with any participants or their parents. VP Troyanoski added that JTNC revenue was rather significant for a junior event and was a pleasant experience for his facility as well.
2. Dir. Walker shared that the PGA HOPE spotlight from 2016 got the attention of National. PGA Production is scheduled to come down to interview and highlight him and the HOPE program, which will air at the John Deere Classic in June.
3. President Stansberry turned in his official notice of intent to resign and called for an executive session. Session was held from 2:22PM – 2:27PM
4. Swearing in of President Troyanoski and VP/Treasurer/Secretary Moriarty by Past President Young

XVIII. Adjourn

1. Motion: Director Kelly
2. Second: Director Bailey
3. Adjourned 2:30PM

*Respectfully submitted,
Dede Moriarty, PGA
Secretary, Northern California PGA*