



PGA

Northern California Section

BOARD OF DIRECTORS MEETING MINUTES

April 24, 2017

TopGolf – Roseville, Calif.

Conference Call Information

Toll Free: (888) 850-4523 / Participant Passcode: 441636

Board Present: Bill Troyanoski, Dede Moriarty, Len Dumas, Scott Ashworth, Jessie Walker, Nick Bailey, Ward Sutton, Dennis Tuhn, Ed Winiecki, Dan Brace, Travis Alley

Conference Call: Paul Wilcox

Past President: Bob Young

Staff Present: Chris Thomas, Nancy Maul, Brian Rich, Brenda Harris, Ellen Lalande

Guests: Carol Pence, Jeff Sanchez

I. Meeting called to order at 1:00PM by President Bill Troyanoski

Opening remarks: Welcome Scott Ashworth, Brian Rich and Jeff Sanchez, along with new Director, Travis Alley.

II. Invocation led by Honorary President Len Dumas

Past President Bob Young swore in NCPGA Director and Sierra Nevada Chapter Representative Travis Alley.

III. Past President's Comments

1. Director Wilcox and Past President Young both extended their gratitude to the Board and did not have additional comments to report.
2. Honorary President Dumas encouraged directors to run for District 11 Officer position with PGA of America.

IV. Action Items

1. Minute Approval – February 27, 2017
 - i. Motion: Director Tuhn
 - ii. Second: Director Sutton
 - iii. Additional remarks: We will need to list Past President Young as “Past President”, not as a director.
 - iv. Motion to approve with adjustment: Director Tuhn
 - v. Second: Director Sutton
 - vi. Approved – Unanimous

2. Apprentice Mentorship Committee Policy Recommendations: Directors reviewed policy recommendations in board packet, which asserts that the current system is not as effective in maintaining apprentice engagement as it could be. The committee would like to offer two (2) recommendations on how to reengage apprentices and help them continue on a successful path to membership.
 - i. Discussion opened with question from Dir. Walker: How often will the apprentice orientation be conducted? Quarterly? Bi-Annually? Dir. Sutton advises that the initial thoughts were to conduct orientations quarterly by Section staff, but the frequency and logistics are flexible. Stated in the past few years, we've inducted many apprentices and had two show up to orientation.
 1. Dir. Walker responded that due to the location of the Section office in Vacaville, travel for new apprentices within the proposed timeframe could become problematic due to the diversity of geographical locations within the Section.
 2. Vice President Moriarty proposed the possibility of allowing some flexibility in allowing apprentices to make the next available orientation if the first cannot be attended. Expressed desire to make it easier for new apprentices to meet the appropriate deadline before penalty is applied; maybe a six (6) month grace period? Dir. Sutton stated that he is open to this solution; will need to come up with additional verbiage for policy before it becomes final.
 3. Question from Dir. Tuhn: How would policy impact Section staff? Will this negatively affect their workload? Executive Director Thomas advised that Brenda Harris would be the one to conduct orientation if policy dictated. He does not believe there would be a negative impact.
 4. Dir. Winiecki inquired whether two people from each chapter could assume responsibility? VP Moriarty stated that this might be a good solution to help keep apprentices from "falling through the cracks". Dir. Sutton added that currently the Section has scholarships that are not being applied for and many apprentices are suspended. Commented that orientation would help apprentices understand how to avoid this situation or how to get back in good standing should they find themselves suspended. Advised that he currently receives a list of suspended apprentices on a weekly basis for individual outreach. In the past, he has invited them to show up to orientation at the Semi-Annual Meeting, but this recommendation gives them incentive to show up.
 5. Question from President Troyanoski: Would there be structured dates? Dir. Sutton affirmed that we could do it that way; maybe even at Section level and Chapter level as well.
 6. Question from Dir. Winiecki: Should someone from the committee send out notification that orientation needs to be attended? Dir. Sutton commented that he is uncomfortable with committee members reaching out due to turnover and privacy concerns. Stated that incentive is needed to help sway apprentices back into good standing. Dir. Winiecki

shared that it may be easier to bridge geographical and time issues if orientations are completed at the chapter level, and would increase the likelihood of participation.

- ii. Additional Comments from President Troyanoski: Clarification provided that due to an impact on tournament bylaws, this will require a membership vote. Directors should be advised that if they vote to accept the terms, they are voting to pose the recommendations to the membership.
 - iii. Motion to approve Apprentice Mentorship Committee recommendations: Director Winiecki
 - iv. Second: Vice President Moriarty
 - v. Approved – Unanimous
3. Directors reviewed Apprentice Engagement Policy in board packet.

- i. Discussion opened with overview and comments from Director Sutton, who noted that engaging apprentices increases the likelihood of further participation in Section activities. Executive Director Thomas noted that participation in events, tournaments, and meetings are at an all-time low and that requiring participation by our apprentices could help the Section as a whole.

Concerns were noted that designating apprentices “inactive” via Section classification may conflict with how PGA HQ defines “inactive”. President Troyanoski inquired as to whether it makes more sense to amend the engagement policy with the orientation policy to simplify the changes. Differences among implementation in other sections were noted, as well as the assertion that penalties may need to become stiffer in order to achieve the desired outcome.

- 1. Dir. Alley noted that apprentices are typically active in division events, but not as much within Section events. Exec. Dir. Thomas remarked that there isn’t much else besides tournament participation that can be enforced.
 - 2. Dir. Winiecki suggested apprentices be allowed to join meetings or education free of charge, citing possible funding from PGA HQ to cover charges. President Troyanoski advised that this is not likely feasible. Dir. Sutton noted that apprentices often receive discounts for events and that the AA Division does not have meetings or educational components.
- ii. Question from President Troyanoski: Do we want to make adjustments to the policy as written, send back for more consideration, or vote to enact? Exec. Dir. Thomas advised that if there is a yea vote, the policy will be enacted as-is. If there is a nay vote, it will go back into development.
 - 1. Motion to amend apprentice engagement policy to remove mentions of “active” / “inactive” status: Director Bailey
 - 2. Second: Director Alley
 - 3. Approved – Unanimous

4. Motion to discuss requiring one seminar OR one meeting AND tournament: Director Winiacki
5. Second: Director Bailey
6. Directors noted that this will ensure we are not asking more of the apprentices than we require of professionals. Dir. Walker noted that getting apprentices involved with all aspects of the profession and The Association will help them become better-rounded on how the Section works and familiarize the next generation of members with the elements required to one day run the Section.
7. Vote to approve second amendment as proposed: In favor – 3 / Opposed – remaining directors. Not Passed. Measure will be proposed to membership as written.

V. President's Report – Bill Troyanoski, PGA

1. Reviewed Action Item and Request Log. Confirmed that there are currently 3 items ongoing and that there are no additional items.
2. Reviewed Bylaws: Discussion on looking into updates from previous meetings. **ACTION ITEM: Requested that VP Moriarty create task force to review bylaws prior to semi-annual meeting, particularly 6.5 as it relates to elections. Those who would like to participate should contact VP Moriarty.**
3. Reviewed proposed evolution plan for committee structure. Objective is to increase greater productivity, efficiency, and engagement.
 - i. Motion to discuss: Director Sutton
 - ii. Second: Honorary President Dumas
 - iii. Hon. Pres. Dumas commented that Level 2 Apprentices were invited to participate in committees. Exec. Dir. Thomas confirmed that this will not impact the budget.

Dir. Tuhn inquired whether or not the core committees will be equal to those at the national level. Exec. Dir. Thomas confirmed that it will, with the exception that the Section will not have a Championship Committee as PGA HQ does.
 - iv. Vote to approve policy adjustment: Approved – Unanimous
4. Provided update on Engagement Survey. **ACTION ITEM: Exec. Dir. Thomas and team to research engagement tool and benchmark in order to measure progress.**
5. Noted that District 11 Director position is open through the semi-annual meeting. Exec. Dir. Thomas clarified that applications should be submitted by June 1, 2017.
6. Reviewed PGA HQ agenda to “Make the Member First” initiative to hire staff members who will interact with the districts. Program is slated to begin on or around FY 2018. Provided update on regional director business operational plan and PSL divesture due to financial issues.

7. Report concluded; no questions.

VI. Vice President's Report – Dede Moriarty, PGA

1. Exec. Dir. Thomas noted that there are no financials to review this meeting due to software update. Upon review of submission from PGA HQ, financial statements were found to be inaccurate. On behalf of PGA of America and NCPGA Staff, we apologize; corrected statements will be redistributed this week.
2. Finance Overview: Exec. Dir. Thomas recommended we do in-service; presented information via slideshow. VP Moriarty informed the board that the Finance Committee is looking for two more members, requesting that interested parties contact her for more information.
3. Report concluded; no questions.

VII. Secretary's Report – Dede Moriarty, PGA

1. Membership Report (as of April 15, 2017)
 - i. Total Membership: 1,138
 - ii. Total Members: 921
 1. Total Inactive: 34
 2. Total F: 11
 - iii. Total Apprentices: 217
 1. Suspended Apprentices: 56
 - iv. New Facilities since 01/01/2017: 2 (Noted that Heffernan Insurance Companies in Walnut Creek is listed as a facility. Exec. Dir. Thomas advised that it's a member from Aloha who became an approved business via PGA HQ)
 - v. New Apprentices since 01/01/2017: 23
 - vi. New Members since 01/01/2017: 13
 - vii. Transfers into Section since 01/01/2017: 14
2. Reviewed Membership Dashboard
3. Report concluded; no questions.

VIII. Executive Director/COO Report – Chris Thomas, PGA

1. Provided Section operations update: Addition of Brian Rich, MEd to office as Player Development/Membership Services/Tournament and back office backup, and Jeff Sanchez, PGA as

an independent contractor to support business development objectives. Indicated that we are currently contracted with Sanchez for 3 months, with opportunity for contract renewal.

2. Overview of Exec. Dir. Conference, which was missed at last meeting: Conference covered three primary issues
 - i. Across the country, attendance at tournaments, meetings, education is down. Time is a big constraint/apathy has gained traction over the years. We need to demonstrate to fellow colleagues that we are out and participating.
 - ii. Section business operational plan (reviewed already)
 - iii. Sponsorship – Business development. National has done great at bringing money to our tournament program; EDs asked HQ to focus on money for other areas.
3. NCGA Update: Promotion of the JTNC is ongoing. Met with NCGA re: Junior Tour and confirmed participation is currently at 500 contestants, with 850 anticipated by end of year. Every one of our events thus far has sold out (typically there are 26 36-hole events per year), with a Ryder Cup-style event with Southern California and full sponsored exemption into the Ellie Mae Classic. Going forward, we would like to add a new player division.
4. CAG Update
 - i. There is a current division within board of directors regarding how to treat fundraising, which has caused a few issues. Discussion of external funding has been tabled for now, as the organization will continue to be funded by donations from the golf industry. There is still no full-time executive director; something that is in development to enhance accountability.
 - ii. Development of a Golf Commission as the unifying voice of golf in California. Funding is anticipated to come from a tax increase on rounds played. Current climate on this is conflicted, but something that is currently being explored.
 - iii. There will be a vision assessment with the organization to take place in August 2017. Discussion on whether group is a commission, alliance, or something else will occur.
 - iv. Legislative Day at the Capitol: Economic Feasibility Study (2011) has resonated with representatives. There were eight meetings throughout the day; all were positive.
5. Reviewed upcoming events and encouraged board members to come play when scheduling allows. Report concluded.

IX. NCPGA Foundation Report – Dede Moriarty, PGA

1. 2017 Update: Foundation is going through a busy time. Nine committees and five projects are in place, and everyone on the board is either chairing a committee or a project. There is a major focus on fundraising, and good reports for next board meeting are anticipated.

2. Reviewed business plan with updates on fundraising: N. Maul has gone through process for grant applications, and is hoping for good news. Dir. Sutton has done a great job of raising funds for apprentice scholarships and we have funds available to give.
3. Foundation is looking forward to another successful 100 Holes Challenge, and is eager to expand to two facilities. Last year was best year to date with close to \$70k raised.
4. Other developments include Hale Irwin as this year's honoree for The Langley, and the expansion of PGA HOPE Northern California to 6 locations in the Section. There is a continued focus on growing the game and serving our members and community.
5. Report concluded; no questions.

X. PGA of America Reports

1. District 11 Report – Scott Ashworth, PGA: Report reviewed as submitted.
 - i. Exec. Dir. Thomas inquired how issues with PGA CLP and St. Lucie Trail GC will affect the PGA Hall of Fame and others. Dir. Ashworth shared that PGA is looking for buyers for one facility only, but situation is still developing. Stated that he believes Hall of Fame will be housed elsewhere and will provide additional information as available.
 - ii. Question from J. Sanchez: Regarding the Dick's Sporting Goods Foundation, have they provided an update on PGA Professional downsizing? Dir. Ashworth recognizes that Dick's is a volatile issue, but advises we can look at it either as "shame on them", or we can realize they're still a major player in the industry and have a closer relationship to ensure something like that doesn't happen again.
 - iii. Question from J. Sanchez: With PGA JLG expanding into the global market, what can be shared about the globalization of the PGA of America as a whole? Dir. Ashworth asserted that he doesn't see the PGA Championship going outside U.S., and noted that the organization is continually looking at ways to offer job opportunities overseas. Exec. Dir. Thomas added that National is working on ways to find common ground with PGA branches in Great Britain and Australia, with the purview that The PGA could be recognizable as a global brand. Efforts are being made to remain true to the brand and values while exploring opportunities for expansion.
2. Employment Services – Carol Pence, PGA: Reported that more consultants are being added to compensate for outgoing consultants, and to add to the overall number. Current plan is to hire for Pacific NW Section. NCPGA participation in the Compensation Survey was ranked 9th out of the 41 Sections, and data is anticipated to go live in May.

C. Pence has begun working closely with the AA Division and invited Section representatives to advise on how we can best educate members on skills to make them more marketable. How can we press upon them the importance of learning those skills?

XI. Section Reports

1. Assistant Executive Director – Nancy Maul: Report reviewed as submitted.
 - i. Confirmed that we are at 82% of sponsorship for 2017, which is consistent with where we should be as we prepare to receive funding from PGA HQ. Members and apprentices are strongly encouraged to participate and increase ROI for sponsors to help support fundraising efforts via reciprocation.
 - ii. Jeff Sanchez has been contracted to help us learn more about which business solutions we can provide to potential sponsors (e.g., companies that exhibit an interest in Junior Golf, vs. PGA HOPE or the Langley) and to evaluate what we do as a Section in order to position our value to our potential sponsors. Differentiating ourselves from The PGA TOUR and The PGA Championship has been a focus for groups outside golf industry, and we have been able to reconnect with warm leads to secure funds. Additional prospects are on the horizon to establish new relationships and maximize the benefit for Section Professionals.
2. Player Development & Membership Services Director – Brian Rich: No formal review or report. Exec. Dir. Thomas has worked collaboratively to develop a 90-day plan to get established. B. Rich is currently reaching out to members to familiarize with chapters/divisions/committees that he will be working with. Junior golf programs are rostering up and looking forward to seeing where the season goes for Drive, Chip and Putt, and PGA Junior League Golf.

XII. NCPGA Chapters

1. Bay Area – Jeff DeBenedetti, PGA: Not present. No report.
2. Monterey – Pat Jones, PGA: Not present. No report.
3. North Coast – Greg Henderson, PGA: Not present. No report.
4. North State – Mike Galli, PGA: Not present. No report.
5. San Joaquin – Jeff Palmer, PGA: Not present. No report.
6. Sierra Nevada – Travis Alley, PGA: Still under snow but working to get ready for season. Refer to Chapter report (p. 31-32 of board packet).

XIII. Committees & Task Forces

1. Apprentices/Mentoring – Ward Sutton, PGA: Reviewed report as submitted. Thanked board for their support and is looking forward to changes covered earlier in the meeting. Noted that new committee members have been added and that committee has been working with Bay Area Chapter on a scholarship pro-am which will take place in the coming weeks.
2. Awards – Mark Naylor, PGA: Not Present. No report.

3. Past President/Business Development – Len Dumas, PGA: Reviewed report as submitted and provided update on NCPGA Hall of Fame. Full report will be available at semi-annual meeting. Exec. Dir. Thomas offered consideration of Harding Park to house Hall of Fame, due to high traffic and the PGA Championship taking place in 2020.
4. Communications/ Public Relations – Ed Winiecki, PGA: Committee is working to leverage visibility for PGA Professionals via social media, section, and employment opportunities. Encouraged board to help grow following on LinkedIn and provide value in our brand/employment capacity. Committee is working on survey for Section to best determine how to serve our members. Highlighted desire to implement text reminders for tournaments and events presented by Dir. Tuhn. Referred to National Golf Foundation Report.
5. Education/Teaching – Ward Sutton, PGA: Pro-Perspectives event has been tabled to allow for additional planning. Player Development Forum and Pro-Perspectives will take place during alternate years. Committee is working to avoid scheduling conflicts with National. Reviewed reports as submitted.
6. Growth of the Game – Mike Dowd, PGA: Not present. No report.
7. Junior Golf – Bill Troyanoski, PGA: Golf in Schools template draft is complete after approx. two years of development. Next meeting June 8, and will tighten presentation in hopes to launch to membership at semi-annual meeting. Advised that Meredith Loosse will be taking over as committee chair.
8. Nominations & Elections – Len Dumas, PGA: Will roll out notice for board candidates. Encouraged BOD to forward potential candidates if any in mind.
9. Policies & Procedures – Bill Troyanoski, PGA: Nothing to add to discussion in President’s Report.
10. Tournaments – Stewart Smith, PGA: Not present. Referred to report as submitted.
11. Chapter Representatives – Ward Sutton, PGA: Referred to report as submitted.
12. Sponsorship – Bill Troyanoski, PGA: Opportunities discussed for general membership, yielding three initiatives to highlight a formal program that will be launched via the membership. Referrals will be passed to Nancy and Jeff for follow up.

XIV. NCPGA Divisions

1. Senior Division – Shawn McEntee, PGA: Not present. Refer to report as submitted.
2. Assistant Apprentice Division – Chris Galvin, PGA & John Crater: Not present. No report.
3. Women’s Division – Dede Moriarty, PGA: Influx of new apprentices has provided enough participants for a Women’s Division Committee. Working to put together a few activities.

XV. Unfinished Business: None

XVI. New Business: Director Walker shared that PGA HOPE Northern California has received attention at the national level, and will be spotlighted via PGA of America. HQ has sent camera crew to interview him about the program. Dir. Walker added that he has tentatively accepted a job in North Carolina, and will be leaving the Section.

XVII. Adjourn

1. Motion: Honorary President Dumas
2. Second: Director Winiecki
3. Adjourned 3:58 PM

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