



PGA

Northern California Section

BOARD OF DIRECTORS MEETING MINUTES

October 23, 2017

Contra Costa Country Club, Pleasant Hill, Calif.

Conference Call Information

Toll Free: (888) 394-8197 / Participant Passcode: 396961

Board Present: Bill Troyanoski, Dede Moriarty, Len Dumas, Jim Kepler, Mike Galli, Travis Alley, Ward Sutton, Dennis Tuhn, Dan Brace

Conference Call: Nick Bailey

Staff Present: Chris Thomas, Nancy Maul, Brian Rich, Jade Reed, Ellen Lalande

Guests: Carol Pence, Jeff Sanchez

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

II. Invocation led by Honorary President Len Dumas

III. Past President's Comments – Len Dumas, PGA

Honorary President Dumas thanked everyone for attending and reminded everyone of the cup matches taking place on course. He then encouraged everyone to check out the memorabilia table in the banquet hall.

IV. Action Items

1. Minute Approval – July 19, 2017

i. Motion to approve: Director Dumas

ii. Second: Director Tuhn

iii. Approved – Unanimous

2. Propose additional action item to reopen NCPGA Hall of Fame

i. Motion to discuss: Honorary President Dumas

ii. Second: Director Kepler

iii. HP Dumas provided recommendations, guidelines for nomination, and proposed list of inductees as submitted on p. 49-53 of board packet. Highlighted that the intent is to celebrate honorees at NCPGA Semi-Annual Meeting to avoid detracting from year-end winners. HP Dumas pointed out that there is a need for the committee to tailor qualifications with attention to the Northern California Section in particular.

Guidelines include nominations due March 1, with decisions made by March 30 of that same year. Nominees must include four letters of recommendation which should include achievements, accomplishments, and contributions, and they may remain on ballot for 8

years. The committee has outlined both objective and subjective criteria and would love to make the announcement at the NCPGA Annual Meeting. The Hall of Fame location is still under discussion with TPC Harding Park as a potential site, and plaque design is still in development.

1. President Troyanoski inquired how the election committee is selected and what the terms of service are. HP Dumas advised that the committee will be comprised of the NCPGA Executive Committee, the NCPGA Executive Director, two Past Presidents Committee members, and one NCPGA Honorary Member.
2. Director Kepler inquired if the list of nominees was the final list. HP Dumas clarified that no one on the list has been voted on; this is simply a list of nominations. Dir. Kepler asked how to go back and review history, to which Executive Director Thomas confirmed that there was a history located on the NCPGA website. Dir. Kepler questioned if the process was still under development. HP Dumas confirmed that it is and will change as the process continues.
3. No further questions.
- iv. Motion to approve process as submitted: Approved – Unanimous.
- v. **ACTION ITEM: Reopen NCPGA Hall of Fame.**

V. President's Report – Bill Troyanoski, PGA

1. Reviewed Action Item and Request Log. Confirmed that 02/22/16 request to sort lists alphabetically be marked complete. Items to leave as ongoing include Chapter Presidents meetings and all items dated 04/24/17 and 07/09/17.
 - i. Update on Chapter Presidents Request Item: Director Sutton advised that attempt to meet was made at July meeting and group is still working to make it happen.
2. Outlined anticipated schedule and itinerary for PGA Annual Meeting, sharing that there are five resolutions out, which will be distributed to the board for input:
 - i. Constitution and bylaws construction: Simplifying and integrating into a single document.
 - ii. Realignment of district directors.
 - iii. Mandatory life and liability insurance will require additional \$5 per year to continue coverage.
 - iv. Issue regarding A-3s and their ability to play in the PGA Professional Championship.
 - v. Southern California would like to offer six credits towards membership for those who have completed a college program in golf other than PGA Programs.
 - vi. Called for thoughts and concerns on issues. ED Thomas stated that the A-3 issue is forecasted to be heated. Acknowledged that we currently have one of those members playing in our tournament today. Director Tuhn confirmed that he isn't sure about the resolution since it can

be seen from more than one perspective. Believes that PGA Members who do contribute to their Sections shouldn't be restricted. While they pay their dues like anyone else, he can see where the opposing side of the debate is coming from.

J. Sanchez pointed out that former PGA Professionals now compete as amateurs in some cases and the debate begs the question as to where the line should be drawn. He does not believe that those playing should be "punished" for their former status, and believes that if Uresti had finished second in the tournament, the issue would not currently be debated. Stated that consideration should be paid to how much we stand to lose by discontinuing the alliance between players and working professionals.

HP Dumas shared concerns that PGA Professional spots are decreasing, which may cause the event to develop into a PGA TOUR event. Dir. Kepler pointed out that money may be the primary deciding factor.

President Troyanoski confirmed that more information would be send via email for the board members to review. J. Sanchez asked if these issues would be voted on at the National meeting or just presented to the members. President Troyanoski confirmed that a presentation would occur along with the opportunity to ask questions and a "straw vote" to gauge support. Additional discussions will then take place throughout the evening before the resolutions are presented for a full vote.

3. Reviewed NCPGA Committee Restructuring Implementation Plan as submitted. Emphasized that the purpose of restructuring isn't to suggest that current committee structure isn't effective; on the contrary, the intent is to pull from the national initiative of creating core committees and bring them together to collaborate under one roof.
4. Diversity and Inclusion report reviewed as submitted. Commented that this could be a great opportunity for us to be a leader of all Sections in education. N. Maul added that there was a call from one of the Foundation directors to diversify the board.
5. Briefed on initiative to raise money in support of victims of the recent Napa fires and Hurricane Harvey. Opened discussions to C. Pence to provide more information on how many NCPGA Professionals have been impacted.

C. Pence advised that of the 90 potentially affected professionals, about half got back to her. Of those who contacted her, two have lost their homes. Three courses were largely affected, including Mayacama, Silverado, and Fountaingrove. President Troyanoski inquired as to what would be the right response, citing that he would like to create an action item to address the issue. ED Thomas suggested creating a GoFundMe account for distribution via social media to support golf related personnel. Thomas shared that the Section generated about \$1,200 for Hurricane Harvey victims which is far short of what we'd hoped for, but believes GoFundMe may be a more successful route. HP Dumas voiced his support for starting a GoFundMe page.

N. Maul shared that she and Tim Burr were going to contribute to fire relief via their 100 Holes Challenge this year. C. Pence suggested developing a list of associations in the affected areas of where to take items for donation and volunteer assistance. Dir. Kepler expressed interest in having a plan going forward of how to respond to disasters in the future.

N. Maul inquired if there was anything specific we can do for our two members who lost their homes. President Troyanoski stated that an email with specific calls to action has gone around.

i. **ITEM REQUEST: ED Thomas to explore options and Section plan for disaster relief program.**

6. Shared that we are looking for thoughts and suggestions as to what we can do to have a successful event at the 2020 PGA Championship. We are networking with a group hosting the event in 2018 and The PGA has chosen Dan Dillon from The Olympic Club to serve as a local chair. There is some concern that Harding Park does not have a large enough member base from which to recruit volunteers. This is an opportunity for the Section to step up and be seen as a partner/resource. About 600 volunteers are needed for a successful event.

7. Report concluded; no questions.

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

1. Reviewed finance overview for nine months ending September 30, 2017 as submitted. ED Thomas advised that much of the staff expense was due to turnover and staff changes, as well as accounting changes with HQ which required modification and adaptation at Section level. Anticipates that next year, the new employees will be more efficient. ED Thomas also shared that there were unexpected repairs made on his car, along with discussion on whether he would get a new vehicle and what to do with the older vehicle. Advised that BMW partnership will begin January 1, 2018.

2. With transition to new accounting system, we are not prepared to forecast the budget for 2018. The goal is to have the forecast within the next 30 days prior to the NCPGA Annual Meeting.

3. Report concluded; no questions.

VII. Secretary's Report – Dede Moriarty, PGA

1. Membership Report (as of June 19, 2017)

i. Total Membership: 1,107

ii. Total Members: 906

1. Total Inactive: 34

2. Total F: 7

iii. Total Apprentices: 201

1. Suspended Apprentices: 55

iv. New Facilities since 01/01/2017: 4

v. New Apprentices since 01/01/2017: 46

- vi. New Members since 01/01/2017: 25
- vii. Transfers into Section since 01/01/2017: 31

2. Reviewed Membership Dashboard.
3. Bylaws & Task Force update: At the request of President Troyanoski, a group has been assembled to discuss. Group includes Pres. Troyanoski, Honorary President Dumas, Executive Director Thomas, Director Brace, and Jim McGrath. The team has met twice and will have more in-depth update at annual meeting.
4. Pres. Troyanoski asked for update on suspended apprentices. Dir. Sutton advised that there have been no significant changes to the process. Pres. Toyanoski stated that he would like to see a trend report, to which Dir. Sutton advised that the spike in membership is due to apprentices who have moved Class A Membership.
5. Report concluded; no questions.

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

1. Provided Section operations update: Staff continues to align with strategic plan. The NCPGA Foundation has had great success in fundraising; N. Maul and S. Schneider will be moving to more Foundation activities, bringing the associated staffing expense to the Foundation side as well.

J. Sanchez is doing a great job of fulfilling his business development role. His contract has been renegotiated for a more commission-based compensation. Ongoing discussions will be held regarding paying him on retainer. The communications department has developed a new look and feel for the Section website and is evaluating how we promote activities. N. Gatch will take on a Player Development role via HQ, which will cause B. Rich to adapt role and take on more of an operational focus. The new membership assistant J. Reed is doing great.
2. NCGA Update: Promotion of the JTNC is ongoing; report reviewed as submitted. ED Thomas outlined a new goal to create a junior golf website to encompass all programs and eliminate any confusion in the marketplace. Site will also offer insight for pros who wish to help build the amateur side.
3. CAG Update: ED Thomas' presidency is ending. Group spent time at the last two meetings rediscovering overarching mission, goals, and vision. E. Moore-Minister is set to be next president.
4. Upcoming Events: Report reviewed as submitted.
5. Report concluded; no questions.

IX. NCPGA Foundation Report – Dede Moriarty, PGA

1. 2017 Update: Report reviewed as submitted. Board members are getting more engaged and making huge contributions to progress. N. Maul has secured \$80,000 grant via the VA for PGA HOPE, with 7 additional grants pending. First edition of monthly e-newsletter will go out to help educate membership on what the Foundation has been doing.

PGA HOPE Northern California has now touched over 500 veterans in Northern California and NW Nevada. If the Section board can get more engaged, it would go a long way to engaging the membership. Opportunities for this include the 100 Holes Challenge and CharityBuzz donations for the end of the year.

2. Report concluded; no questions.

X. PGA of America Reports

1. District 11 Report – Scott Ashworth, PGA: Not present. Report reviewed as submitted.
2. Employment Services – Carol Pence, PGA: Reviewed report. “PGA Employment” is rebranding as “PGA Career Services”; role is changing to include more time out in the field to meet professionals and gauge how we can help them in their career goals.

MSR requirements: Cycle ends June 2018. We are falling behind the curve. 27% of our members have satisfied requirements. C. Pence and Dir. Sutton are working on ways to learn more about which types of education would be most beneficial to membership. Dir. Sutton advised that of the four educational opportunities this year, one was well attended, one was cancelled due to low enrollment, and one was condensed from a 2-day experience to one day.

President Troyanoski shared that national board did not find online education to be a deterrent. Dir. Galli and J. Sanchez voiced support that multiple types of educational opportunities would provide the most value to NCPGA professionals. C. Pence advised that she compared list of topics and what employers look for, and believes scheduling to be a factor. Proposed that we consider offering education along with playing opportunities more frequently, and focusing on scheduling in winter versus summer months.

Dir. Sutton shared his frustrations with conducting education with obstacles from communications and financial constraints.

- i. **ITEM REQUEST:** C. Pence requested J. Reed send information to board members not in attendance in order to prepare for discussion for next meeting.

3. Report concluded; no questions.

XI. Section Reports

1. Assistant Executive Director – Nancy Maul: Overall sponsorship revenue is up by 4%. In 2018 National Car Rental is moving revenue to PGA Junior League. Will have to prepare to cushion financial deficit. Sponsors are looking more and more for us to put them in touch with professionals. We are trying to expand our understanding on how to provide value to sponsors, which is time intensive.
2. Independent Contractor, Business Development – J. Sanchez: Opportunities include meeting new potential sponsors as we grow community outreach and segmenting membership via survey to better understand which types of decisions they are responsible for making at their facility. Would

like to learn more about who we are in order to launch better partnerships.

Weaknesses include determining value from Section standpoint. Partners do not view their giving as separate between Section and Foundation; rather, they are looking to put their money in a place that most closely aligns with their goals. Team is exploring options on how to offer a sponsorship option similar to how New England Section does, allowing us to build royalty-based sponsorships that will continue to deliver revenue year over year.

3. Player Development & Membership Services Director – Brian Rich: Reviewed report as submitted.

XII. NCPGA Chapters

1. Bay Area – Jeff DeBenedetti, PGA: Not present. Report reviewed as submitted.
2. Monterey – Pat Jones, PGA: Not present. Report reviewed as submitted.
3. North Coast – Greg Henderson, PGA: Not present. Report reviewed as submitted.
4. North State – Mike Galli, PGA: Report reviewed as submitted.
5. San Joaquin – Jeff Palmer, PGA: Not present. Report reviewed as submitted.
6. Sierra Nevada – Travis Alley, PGA: Report reviewed as submitted. Financials included; 4 new members bringing chapter members to 74. Goal is to get to 100 chapter members by end of year. Tournaments are wrapping up for year but there was good representation throughout pro-am events. Would like to have easier access to chapter bank account statements. Looking for host facility for annual meeting in February (likely at Somerset).

XIII. Committees & Task Forces

1. Apprentices/Mentoring – Ward Sutton, PGA: Reviewed report as submitted.
2. Awards – Mark Naylor, PGA: Not Present. Report reviewed from Dir. Winiecki, who is not present.
 - i. **ITEM REQUEST:** Looking for motion to support Gloria Armstrong as inaugural recipient of Diversity in Golf award at December meeting.
3. Past President/Business Development – Len Dumas, PGA: Reviewed report as submitted.
4. Communications/ Public Relations – Ed Winiecki, PGA: Not present. No report.
5. Education/Teaching – Ward Sutton, PGA: Reviewed report as submitted. Committee is exploring a panel discussion at the PT Forum since T3 was cancelled due to low enrollment.
6. Growth of the Game – Mike Dowd, PGA: Not present. No report.
7. Junior Golf – Meredith Loosse, PGA: Not present. No report.

8. Nominations & Elections – Len Dumas, PGA: Encouraged board members to vote if they haven't already. Reviewed secretary election process as submitted and confirmed secretary election will be conducted at December board meeting.
 - i. **ITEM REQUEST: ED Thomas to send out information with statements and letters to employers regarding time commitments.**
9. Policies & Procedures – Bill Troyanoski, PGA: No report.
10. Tournaments – Stewart Smith, PGA: Not present. Report reviewed as submitted.
11. Chapter Representatives – Ward Sutton, PGA: No report.

XIV. NCPGA Divisions

1. Senior Division – Shawn McEntee, PGA: Not present. No report.
2. Assistant Apprentice Division – Chris Galvin, PGA & John Crater: Not present. No report.
3. Women's Division – Dede Moriarty, PGA: Looking forward to 21st year of cup matches, and hoping to see improvement. There are now 50 women in the Section which is up from prior years.

XV. Unfinished Business: None

XVI. New Business

1. President Troyanoski reported update from Dir. Wilcox on Staedler-Jetter Cup Matches: NCPGA leads 6-1, and Hanna-Wehrman standings are 3-1/2 NCGA – 1-1/2 NCPGA.
2. No further comments

XVII. Adjourn

1. Motion: Honorary President Dumas
2. Second: Director Kepler
3. Adjourned 3:23 PM

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