

Carolinas GCSA
Board of Directors Meeting
Myrtle Beach Convention Center
Myrtle Beach, SC
November 16, 2008

Minutes

Board Members Present: Mitchell Wilkerson, CGCS, President; Paul Jett, CGCS, Vice-President; Jeff Connell, Secretary-Treasurer; John Davis; Steve Hamilton, CGCS; Paul Brandenburg, CGCS; Jeremy Boone; William Patton; Mike Fabrizio; Billy Lewis; David Jacob; Darrin Spierings, CGCS (New Director)

Board Members Absent: Doug Lowe, CGCS; Craig Hooks, Brian Powell, CGCS (New Director)

Staff Present: Chuck Borman, CAE, Executive Director; Tim Kreger, Director of Programs; Angie Smith, Marketing Coordinator

The meeting was called to order at 6:55 p.m. by President Mitchell Wilkerson, CGCS.

Introduction of New Directors

Darrin Spierings is the Superintendent at Northstone Club in Huntersville, NC. He was previously employed at Olde Sycamore and TPC at Piper Glen. He has lived in the Carolinas for 22 years. He attended Ohio State. He is welcomed to the board of directors.

Brian Powell was not able to attend.

Consideration of September 28, 2008 Board Meeting Minutes:

The minutes of the September 28 board meeting were approved as presented. Paul Jett made motion and Jeff Connell seconded.

Financial Statements

Jeff Connell reviewed the current financial statements. Our bottom line for fiscal year end was \$5,700, which took into account a \$37,000 market loss.

The audit report was clean. Items noted were: real assets are up, investments are down. The monies took out to purchase the headquarters building was a smart move.

Per audit report, we ended with a \$5,100 bottom line, budgeted amount was \$14,100 and we realized a \$37,000 loss on investments.

Chapter Delegates Meeting

Steve Hamilton attended meeting at the end of October in New Orleans. Mark Woodward spoke to delegates. It was noted that Mark has been voted one of the top ten most influential people in golf.

There is not a good answer for the dual membership requirements that are in place. The GCSAA Board will take a look at this. This is a good topic for discussion at the meeting in January.

The branding issue is more geared toward the Class A Superintendent status. The adoption of the GCSAA logo is only a small component of GCSAA's branding idea.

Bob Farren is not running for the GCSAA board of directors due to Brad Kocher's retirement and duties that will be picked up by Bob. Bob still has a desire to run in the future.

Peter Grass or Jay Stine will be elected to a director's position. It was noted that Jay has not had a lot of national experience. If Sandy Queen is not elected as Secretary Treasurer, he will serve one more year as director. If Sandy wins, the President will appoint someone for a one year term.

Billy Lewis asked about the effects on PDI on membership. It was noted that membership has decreased substantially in the last four to five years. Steve did not have exact numbers but there has been a loss of class A to SM members. Over the last five years there has been a 37 percent decrease in membership. At the end of 2003, GCSAA had 21,000 members, they now have 19,500. At the end of 2007, thirty percent were not meeting the PDI requirement.

STI/Carolinas GCSA Scholarship Program

David Jacob stated that the Center for Scholarship Administration in Taylors, SC had put together these guidelines. Wayne and Steve have been emailed a copy of the operating procedure but David had not received comments back from either of them. Once we gather their input, the revisions will be put into place and it will be presented in final form in January for approval.

John Davis asked about guidelines of grad student from CU and under graduate from NCSU. The scholarship will rotate between schools each year. This way they will not be competing against each other.

Steve Hamilton noted that the scholarship will be handled like an endowment, paid through the school.

Chapter Cooperative Research Proposal

David Jacob stated that we are "on the hook" for the nematode research that was approved last year. We can forward the proposals up to GCSAA for matching funds and hopefully one will be approved. It would be most unlikely to get two approved.

Bill Patton asked what would happen if all four were approved. We would have to make a three year commitment and come up with the funds to support them.

Mitchell Wilkerson made a proposal to send all four proposals to GCSAA with no priority placed on any of them. He stated he thought the wastewater irrigation would most likely get approval. Billy Lewis made a motion to support Mitchell's idea. David Jacob seconded. All were in favor.

C&S Key Statistics

Chuck Borman reviewed key statistics for conference and show. We are \$33,000 behind on conference & show income compared to our budgeted amount. We are \$23,000 behind on our bottom line. Chuck predicts that we will be \$10,000 in the red for our final bottom line. We normally take in about \$10,000-12,000 on site. We can adjust the budget in January if needed. It was noted if we end up with a 4-5 percent decrease we will be doing really well considering the economy at this time.

Board C&S Responsibilities

This memo was included in the board notebook and was emailed to the board at the first of November. Please make every effort to walk the trade show floor and thank our industry partners for their support of the association.

Mark Woodward will arrive at 8:30 Tuesday morning. He will speak after Frank Rossi.

Board photos will be made at the Past Presidents meeting if everyone is in attendance. If not, we will try and take a group photo in January with the new board.

Rounds4Research

Paul Jett stated we have 166 courses as of right now. We have 175-180 foursomes. We have a schedule in place for coverage of the R4R booth. There will be posters with the listing of courses who are participating. We have a banner displayed as well to draw attention.

Billy Lewis made a suggestion to put R4R on eBay to gain more exposure. We would need to get approval from the club and once it has been posted on eBay, we would gain national exposure to the R4R website.

The donations will be cut off in mid February and then we will begin focusing on advertising through the media and website. Exposure will be done locally through golf associations such as SCGA, CGA, along with prints in clubhouses, ads in publications, articles, alumni associations at NCSU & CU, etc.

Question was asked about expenses. We have spent \$5,000 so far and estimate total expense to be somewhere between \$12,000 to \$18,000.

We still need high end courses on board with us. Paul has been impressed with the number of mail-in's so far. December 5th will be the deadline for magazine cutoff. We have courses on board from VA, MS, TN, GA and FL as well.

Committee Assignments

Paul Jett noted that a board member has not been assigned to SCTF. Mitchell Wilkerson will secure two past presidents to serve on the nominating committee. Doug Lowe is involved in a renovation project at this club. Due to time restraints, Brian Powell will be involved in legislative committee for NC. Paul stated that dress code for future board meetings will be golf casual with jacket. The minutes will be published in the magazine and on the website.

The blazer crests for the 15 directors were not ordered. The Past Presidents crests will be given as a gift to be picked up at registration. Crests are to be worn at the next meeting in January.

Billy Lewis made a suggestion that a superintendent advocacy group be formed. This could be in the form of a magazine article, help for change in jobs, professional help, etc. This would be a great resource for superintendents to have in the future.

Upcoming Meeting Schedule

January Meeting will be held at Premier Resorts at Barefoot in Myrtle Beach in conjunction with GCSAA & NGCOA. The local association presidents will come in on Wednesday evening, January 7 for a dinner. They will have a meeting on Thursday, January 8 from 8 – 11 a.m. to go over the local association administrative program. Kim, Tim, and Chuck will handle this meeting. Thursday afternoon will be the annual winter golf event at Grande Dunes with a reception following at Grande Dunes Members Club. Friday January 9 will be the town hall meeting from 9 – 11 am. After lunch will be the Carolinas GCSA board meeting. There will be a dinner that night for both boards and certain other VIPs. Board meeting will continue on Saturday and conclude by noon. The Carolinas GCSA will pay for both nights for the board and the local association reps. Rooms are \$69 per night

February 5 Carolinas Night in New Orleans will be held at Gordon Biersch Brewery. It should be really nice.

March 9 and 10 USGA Meeting at Grandover Resort, Greensboro, NC
Pro/Supt Event & 2 man best ball (have both events incorporated together)
Will report back in January on details.

September Event – Still looking at options.

Mitchell Wilkerson looked back over the year at our many accomplishments: Headquarters building site/design completion as the cornerstone; shorter board meetings in place; mid year email blasts of what board has done (Chuck handled in his article); more communication to members (minutes will be in the magazine); R4R (Paul and Tim have done a great job); Chuck's planned retirement (Tim taking over as Executive Director end of next year); and SOP for new scholarship with turf students. Mitchell thanked everyone for their hard work this past year.

There being no further business to come before the board, Mitchell Wilkerson, CGCS adjourned the meeting at 8:45 p.m.

Respectfully submitted,

Charles M. Borman

Charles M. Borman, CAE
Executive Director