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**NGCOA Mid-Atlantic Board Conference Call**

**2:00-3:00 pm, Thursday, July 28, 2016**

*Minutes*

David Norman, Tyler Eastham, Lisa Honshul, Mike Bennett, Jonathan Ireland, Mike Ketterman, John Anderes, Joe Hills, Don Ryder, Rick Rounsaville, Glen Byrnes, Mike Hatch

**Call to Order:** 2:05

**Approval of Minutes:**

Mike Bennett, 2nd Rick Rounsaville

**Treasurer’s Report:**

Glen Byrnes has reviewed financials and we are in good shape. Some Annual Meeting income has been collected early, helping with cash flow. Also doing well with partner program. Expenses are holding steady - $1,000 contribution to MAAGCS BMP project (budgeted). Annual Meeting budgeted income for 2016 is $10,000. David Norman distributed partner listing to board members.

Mike Bennett notes we have built a cash balance and inquired about maybe putting some of the cash into a CD or comparable account to earn a little bit of interest.

Approval of Treasurer’s Report: Mike Bennett, Rick Rounsaville and Don Ryder second.

**Report from National:**

Mike Ketterman – (VCU graduate, familiar with the area).

Corporate Partnership update – National is launching a smart buy program this fall bringing on 3-5 new partners. Hoping for 20-25 total by 2017. Currently we have 8 corporate partners. NGCOA aims to capture figures to show value to the corporate partners. An initiative is to develop a program of partners to benefit both small individual course owners and larger groups like management companies.

National has 16 chapters that are now being called *affiliates* across U.S. National is working to come up with a clear and simple model designed on an NCO model. This will create a cleaner mechanism for dues collection and allow appropriate budgeting in the fall for the next year.

National is working in-house on comprehensive marketing opportunities. They would like to have chapter specific marketing campaigns. Hoping to launch this is in October.

A new CRM system is being pursued, which will be much simpler and updated. Goal is to click on member name, which will go to a dashboard that gives out any pertinent information needed, and it will work as a retention mechanism. Hoping to have this in place by January 1, 2017.

New advocacy director has started a new quarterly advocacy newsletter called *Impact*. National is also looking at alternative revenue sources and the goal is to build a “how to” or “guidebook” on alternate revenue sources (footgolf, movie night, etc.) and will provide information about growing revenue through different avenues.

National is looking into a legislative tracking system (Gov. Hawk, Phone To Action) which will provide real-time update on what is happening in different regions of the country.

Note on Jay Karen: He will lead NGCOA down the path of success. He will do everything he can to “breath new life into National.” A lot of his initiatives and strategies are falling into place.

**Events Review:**

National Golf Day Report – Golf coalition came together to discuss Dept. of Labor overtime rules, the H2B Visa Program, WOTUS and the PHIT Act. There were 13 NGCOA members in attendance for the meeting. Overall feedback was positive. Some attendees visited delegates and they were interested in the issues and eyebrows were raised once learning the economic impact of golf. Wed, 4/26 is the 2017 NGD. NGCOA board plans to have a board meeting in the vicinity around the same time with a goal of 40 reps national for next year.

CMAA Foundation Tournament – Hermitage CC, Manakin-Sabot. It was a nice turnout where money was raised for scholarships.

**Health Care & Benefits Survey:**

We have an Invitation to CMAA to co-op on this survey and we are waiting on the final approval for them to join the project.

Lisa Honshul notes the constant changes in Benefits and Health Care, and HR depts. are constantly addressing these challenges. It is a challenge for the golf business because it is a seasonal business. It is important to see what the differences are between the different groups of course owners from multi course to single owner and everything in between.

Comments on the Survey Draft: Mike Bennett thinks it is a nice draft and should provide some benchmarking information for the board. October 1st should be a good time to have the final survey ready to go. This will help businesses make budgeting decisions during the beginning 2017.

**Annual Meeting Update: Tuesday October 18th, 2016**

David Norman, Tyler Eastham and Mike Hatch met with Giff Breed at Independence and had a very productive meeting. The theme is “It’s More Than Golf,” highlighting all of the different avenues businesses can explore to bring revenue to their clubs.

We are looking to invite allied associations, MAPGA, VGCSA, CMAA. Owners will benefit from the interesting partnerships that Independence has developed to bring extra revenue to the facility, such as leasing out the half-way house, leasing out a music studio, short course with 3 different holes (regulation, double size and footgolf). The goal is to make it a lot of fun, get a good crowd and provide innovative ideas.

On-site cottages are available on the property for those that may want to come early and stay at Independence.

**Partner Program Update**

We have four new partners, and all but one partner has renewed from last year. With the annual meeting coming up we should have more opportunities to get new partners for next year.

Comments on ETS – Their services are used by a number of our members, but the company has recently fallen out of favor with NGCOA because of a billing issue last year based on claims that refunds are due to clubs. They signed up as diamond partners with us during GIS; meanwhile, National had dropped them as a partner due to this issues that was happening simultaneously. We did not feel it was appropriate to sever the partnership but rather stop actively promoting it. This information has been relayed to National.

Mike Bennett and David Norman discussed maybe using proceeds from the partnership benefit the members or help those that have not been reimbursed from ETS.

Mike Ketterman mentions no hard feelings and the timing was the main issue. National is not involved in the class action lawsuit.

**Mid-Atlantic Golf Council:**

The group discussed the USGA Regional Green conference that bounced between VA, MD and DE in the past. It was a large event with a good turnout. Council members have been discussing bringing the meeting back as a co-op.

We are due for a summer Mid-Atlantic Golf Council meeting. David Norman will report back to the board on the next meeting.

**Old & New Business:**

Virginia Tourism - Mike Bennett is will be meeting with the Sec. of Commerce, on August 8th, Maurice Jones (who is leaving) and is hoping for an introduction to his replacement and continue the conversation.

Board Meeting in person – Mike Bennett thinks we should get together and maybe use it as an opportunity to fine tune planning for Annual Meeting. David Norman will send out a poll to the board to gage interest on when and where. Mike suggests maybe going north to allow a shorter trip for the MD members. Mike would be happy to host at Stonewall.

GTAA (Golf Tournament Association of America) run by Phil Immordino and their association is aimed to training golf tournament organizers. They have inquired about NGCOA-MA doing a co-op presentation on tournament management on October 3rd. If we get involved and behind it we must ensure it is successful.

Joe Hills notes Phil Immordino will be out at Waverly and Blue Mash in early October. Their sales and marketing director is a certified tournament director through Phil’s association.

David Norman notes it might be better do co-op during the spring time or late winter, so that we can use the information the following season.

**Adjourn**: 3:04 pm