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**NGCOA Mid-Atlantic Board Conference Call**

**April 28, 2015**

*Minutes*

Attendance – David Norman, Mike Bennett, Joe Hills, Mike Hatch, Damon DeVito, Rick Rounsaville, Jonathan Ireland, Joe Rice, Nancy Downie

The meeting was called to order at 2:03 pm.

**Minutes**

The minutes of the March meeting were approved.

**Treasurer’s Report**

Norman gave the Treasurer’s report, citing that we are tracking with our budget. The Treasurer’s report was approved.

**Report from National**

Rice gave the report from the national office. National Golf Day was held on April 15, 2015 and it was a success. Keith Miller represented NGCOA Mid-Atlantic on the delegation to Capitol Hill. The allied association contingent was 120 representatives. A core group of CEOs and Presidents met with key Congressional leaders to educate and leverage them as supporters of the industry. A second tier of influencers convened over 70 additional meetings. Key issues were the conservation easement and WOTUS.

Rice gave an update on the Accelerate platform, which has replaced Listserve. Miller helped with the beta testing, and it is now live. It has the capability to set up many different “communities.”

Regarding the CEO search, the board met the preceding week – there are over 50 applicants, including 2 internal candidates. Interviews will commence in May in Washington, DC. Dana Garmany of Troon Golf and Peter Hill of Billy Casper Golf will be among the leaders on the hiring process.

**Events**

Norman reported on the NGCOA-VGCSA-CMAA Joint Meeting on Monday, June 8th at Keswick Hall near Charlottesville. Superintendent Peter McDonough will speak on the course renovation by Pete Dye.

Norman reported that we have accepted an invitation from Bulle Rock to host our Annual Meeting in September. Details are being finalized, and we are grateful to Rick Rounsaville for hosting us.

**Webinar Program**

Norman reported on the second webinar, "Exit Strategies & Current Market Trends, Preparing Your Property for Sale" by Larry Hirsh, held on Tuesday, March 31st. Another webinar entitled “The NGCOA Mid-Atlantic Forum” is set for Tuesday, May 19th, featuring Mike Hatch and Damon DeVito taking questions from the audience.

**Partner Program Update**

Norman gave an update on the Partner program. We have renewed 6 partners thus far, and anniversary dates are coming up for additional renewals. The VSGA Partner sponsorship now requires a grant application, which has been submitted. Norman asked board members to provide a list of their top ten vendors.

**Government Relations**

In Montgomery County, MD, Miller and Hills are watching the pesticide ban initiative - golf is slated to be exempt, and that is expected to stay in the bill.

The Waters Advocacy Coalition is still battling WOTUS. A new bipartisan bill is being submitted. A vote on is scheduled next week.

**Old / New Business**

Rice reported on the third party tee time issue, and regular owners can form a cooperative with certain parameters. The precedent has been set in Georgia, and he encouraged us to speak with GGCOA Executive Director Matt Brown on the topic. Rice reported that there is progress on the national level, although slow.

It was reported that Congressional CC has a new GM, and we need to keep them as members.

Bennett mentioned the extreme cost variance of generic inputs (fertilizer, etc.) for golf versus agricultural use. It seemed logical that crop labeling would be stricter, and thus the unit cost might be higher. But such is not the case, as Rutledge Baker had explained – it is based on the EPA approval process, which differs for the two cases. The matter was left as one for potential lobbying.

Norman reported on a new product, Digital Golf Pass. This is a service to purveyors of golf cards, and it could be one alternative to the Golf Now. The platform allows courses to feature offers “on the fly.” A PGA professional in MD is the principal of the company.

Hatch suggested the board consider an in-person brainstorming meeting, perhaps in July or Augusts. Ireland suggested he could consider hosting it at Kinloch.

Bennett suggested we email the membership to remind them about Virginia Tourism’s marketing leverage program.

The next board meeting was set for 2 pm on June 16th.

**Adjournment**

The meeting was adjourned at 2:56 pm.