

**VGCSA Board Meeting**

**Hermitage Country Club, Manakin-Sabot, VA**

**Thursday, January 26, 2017**

**10:00 a.m.**

**Jeff Holliday, Sean Baskette, Scott Mauldin, Mark Cote, Pete Stephens, Bill Keene, Aaron Wells, Steven Ball, Eric Spurlock, Jeff Whitmire, Tyler Eastham, David Norman**

**Minutes**

1. Call to Order – 10:01 am
2. Introduction of Board Members (David McCall & SVTA Representative Absent)
   1. Pete Stephens – VTA External VP – Indian Creak Yacht and Country Club
   2. Bill Keene – VP – Blacksburg Country Club
   3. Aaron Wells – GWGCSA External VP – Belmont Country Club, Ashburn VA
   4. Steven Ball – Asst. Rep – Kinloch Golf Club
   5. Eric Spurlock – Vendor Rep - Landscape Supply
   6. Jeff Whitmire – Secretary/Treasurer – Williamsburg Golf Club
   7. Tyler Eastham – Staff – CC of Petersburg
   8. Jeff Holliday – Past President – Salisbury Country Club
   9. Sean Baskette – VTA External VP – Hidden Valley CC
   10. Scott Mauldin – External VP ODGCSA – The Foundry GC
   11. David Norman – Executive Director – Hermitage CC
   12. Mark Cote – President – Pete Dye River Course
3. Approval of Minutes
   1. Motion to Approve - Sean Baskette Approve, Mark Cote – 2nd
4. Treasurer’s Report – Bill Keene
   1. Budget
      1. SVTA dues are 54% of projection
      2. TTA – 145%
      3. Social Sponsorship – timing of report does not represent actual sponsorships collected – we are above that amount on the report
      4. Northwestern Account – we made a little bit of money since the last statement
   2. Research Project
      1. David McCall’s project was approved – drone work and mapping
      2. VGCSA will match $10K each year for two years
      3. Motion to approve – Sean Baskette, 2nd Pete Stephens
5. External VP Reports & SVTA Representation
   1. TTA – Pete Stephens
      1. Feb 24th, TopGolf Event
         1. $20 to attend
         2. 4/3 – joint event with ODGCSA at Two Rivers
      2. 2nd Meeting
         1. 4/25 or 4/26
         2. Speakers – Steve McDonald or other
      3. 3rd Event
         1. 5/24 – Dick Cake Memorial (breakfast & bar prior to event)
      4. Twitter Page is live @tidewaterturf
      5. Working on a Facebook Page
      6. Working on Changing the Logo and adding shirts and hats
   2. GWGCSA – Aaron Wells
      1. Lots of pest and fertilizer recertification classes going on
         1. LSI has recertification class in February
      2. Events Schedule
         1. Late March and Early April they will have events
      3. Event at RTJ with Dr. Martin was well attended in December
   3. VTA – Sean Baskette
      1. Want to do joint meeting with VT Students and Professors
      2. May - Looking at a fundraiser at London Downs for a Fundraiser
      3. June – Botetourt
      4. July/August – Salem RedSox Baseball Game, and possible adding Lynchburg
      5. Skipping September Meeting
      6. October – Year End Meeting – Ballyhack maybe
      7. NMP – reaching out as a board to make sure Supts. have starting the process, making process and about 10-15 on their list have already started he process
      8. Vendor Program – One lump sum fee gets them into all of the meetings and a hole sponsorship at VTA events
   4. ODGCSA – Scott Mauldin
      1. March Madness in the Spring – 3/16
         1. Fox and Hound – Midlothian
         2. Buffalo Wild Wings – Williamsburg
         3. ? – Charlottesville
      2. April – Joint Meeting with TTA – Two Rivers, John Deere and Revels Sponsors
      3. Working on the Scholarship Tournament
      4. Chad Karr is a new board member
   5. SVTA Still working on finding an External VP
      1. Need to get them involved
   6. Cote wanted to be sure that all meetings were posted on calender ASAP to avoid scheduling conflicts
6. Recap of Recent Events
   1. VAC Banquet
      1. Mark Cote, Jeff Holliday, Scott Mauldin, Steven Ball, Christian Sain, and David Norman attended on January 12.
      2. Good event to rub shoulders with political people
      3. Picture was taken of VGCSA reps and the Lt. Governor, Ralph Northam
7. Annual Conference
   1. General set-up was good, ODGCSA Section on Monday, Speakers on Tuesday
   2. **Starting Now the board will work on securing event location and identifying speakers now and get them locked up for 2017 conference**
      1. last year many speakers were booked up by the time we asked them to participate
         1. Tim Heirs – viable candidate for this year
         2. Pete Stephens will work on someone teaching people skills, leadership, personal growth – seems to be a hot topic that is unrelated to turf
   3. Survey Results
      1. Negative Comments
         1. Location
         2. Food
      2. Positive Comments
         1. Speakers
      3. Scott Mauldin - Seems as if more people came from outside the tidewater area
      4. Eric Spurlock – suggests that moving the event around, members may skip a year knowing it is coming back to their area in the coming years.
      5. Jeff Holliday – suggests a topic – Innovative Superintendent
      6. We can always tweak the event weather it is the schedule, speakers or format
   4. Dates/Sites – 2017 – we need to lock in the date and time, likely Dec 4 & 5.
      1. David Norman is looking at a venue in Charlottesville
      2. We will continue to monitor how moving the location effects attendance
      3. Maybe Bob Helland can return with more to talk about as the first year of Trump’s presidency is complete
      4. Aaron Wells – a location in Charlottesville would help GWGCSA attendance tremendously
         1. Reiterates having a speaker not in the turf industry rather leadership training, etc.
      5. Farmington is a potential site for the future
      6. Jeff Holliday notes Tim Moraghan does a leadership speech
         1. Nutrient Management CEUs are important right now
         2. Check with DCR to see what we need to get NMP CEUs approved for our speakers
      7. Ways to get GCSAA points
         1. Answer GCSAA surveys
         2. Join a board
         3. Go to GIS to get ample points at one time
8. Government Relations
   1. Nutrient Management Deadline
      1. Need to get all VA courses certified
      2. Scott – maybe put together a Nutrient Management Plan for Dummies, How can Superintendents become educated on the process and how easy it is
      3. Eric Spurlock has reached out to courses, asking if they have a plan, giving a brief overview and providing info on how to get one
      4. Process is very simple and the Superintendents are not active in getting the plan complete.
      5. Angela Whitehead can do them and does not charge a lot.
      6. If you have a soil test within past three years, the NMP people do just about everything
      7. **Put a message in email saying it’s not that hard – basically the cost of the soil test**
         1. **Send a promo email only on the NMP**
         2. Completing the plan shows the government that we can be active and “police” ourselves
   2. Legislature Visit
      1. February 16th
      2. Mark Cote will try to make it
      3. We go office to office to drop off promo bags with BMP, Burt’s Bees, Golf Balls and get the VGCSA recognized on the floor
      4. Goal is to educate lawmakers on our proactive views and steps we take to towards protecting the environment, etc.
      5. Can schedule meetings in advance to speak with the legislators and give them info on Environmental Stewardship, Job Creation, etc.
      6. **We will open it up to members to participate, not just VGCSA BOD, specifically a rep from each board would be ideal.**
   3. Ambassadors
      1. Open District Spots
         1. District 3 – Bobby Scott, VB, NN, Franklin
         2. District 4 – Don McEachen, Southside of Richmond, Petersburg, Emporia, Chesapeake Suffolk
         3. District 8 – Beyer – NOVA - Potomac area, Dale City to Dyson
         4. District 11 – Gerald Connelly – NOVA – west side
      2. Pete Stephens is going to make an appointment with Whitman
9. Virginia Tech Turfgrass Research Classic & Field Day
   1. Combined VT and VGCSA event, as requested by VT
   2. Proceeds will go to VT
   3. David Norman is heading the coordination of the event
   4. 5/22 - CCV will be the venue
   5. We leverage research projects with EIFG because it doubles our impact.
   6. Budget issue – will research project be funded by tournament or VGCSA coffers?
   7. Goal is to get companies to spend the same amount of money they would have spent on the two events
   8. **We will use tournament money from this event this year for David McCall’s Project – need to discuss with the entire committee that this is how we want to use the money.**
   9. We need to have info on what the money is going towards before the tournament during promotion and at the tournament.
   10. Add a box for anyone that wants to donate but cannot attend the event.
   11. Schedule – 8:30am Registration, 9:00 am Field Day on CCV campus (Free), (10:30am) Registration for Lunch and Golf, warm up, Awards/Reception
   12. Silent Auction will be open throughout the day
   13. Tournament fee of $800 for a foursome, $200 per player
   14. CCV has given us very generous pricing and option of 2 courses if needed (over 144 people)
   15. Committee comprised of VGCSA and VTC representatives
10. Other Events
    1. GCSAA Social Event – Make sure there is a formal invitation to the VT Students, get David McCall to let them know that they are encouraged to attend
       1. All sponsorships renewed except for one who declined
    2. GCSAA Chapter Leaders, Kansas GCSAA HQ
       1. March 14-15
       2. Who will attend – Pete Stephens is interested in going
    3. VGCSA Championship
       1. Boonsboro last year
       2. New flight added for vendors and went well
       3. Date & Location needs to be determined for 2017 after Golf Chair is appointed
       4. Focus on a central VA location
       5. Qualifies 3 people for the Virlina Cup
       6. CCO Petersburg is an option
    4. VGCSA-CMAA-NGCOA Joint Meeting
       1. 6/13 at Two Rivers
       2. Mark Cote would like to attend depending on Calendar
       3. Staffing Strategies is the topic
    5. Virlina Cup
       1. Pending announcement from Carolinas
    6. Joe Saylor
       1. 2017 need location and venue
          1. October
          2. Farmington
          3. Spring Creek
          4. The Foundry
       2. Very Possible to have River Bend for 2018
    7. Assistants Forum
       1. Board will give any support needed to Steven Ball
       2. Pick a topic
          1. Interactive team building session
          2. Possible at Kinloch
          3. Carts would be okay if they were closed
       3. Maybe consider working with MAAGCS in joint event in NOVA
    8. Golf 2.0
       1. First Thursday of the month starting in march
       2. Networking Event taking place in Richmond, officials will meet to discuss golf and the current trends and path of the industry
    9. Mid-Atlantic Golf Council – Jeff Holliday and Chris Harriman are working together on this project
       1. Looking to get industry representative together and have a formal day of education with speakers – PGA, GCSAA, CMAA, USGA – similar to USGA meetings that used to take place
       2. Jeff Holliday has talked to David Oatis and USGA is in
11. Turf Education Report
    1. Research Project Update
       1. David McCall’s project has been approved and we will contribute $10K for 2 years matched by EIFG
    2. Student Recruitment
       1. Ongoing theme for the association
       2. David McCall is doing some outreach
       3. Speak to golf coaches and other students, show them the VGCSA outreach video, make sure you allow your help to try different aspects of the job, not just put them on a weed eater, etc.
    3. R4R
       1. New Dates – May 1-7 aligning with Golf Channel Program “Golf in America”
       2. Golf Channel will help promote to bidders, great partnership for GCSAA
    4. BMP Template
       1. GCSAA is pushing everyone with BMPs to convert to the template format
       2. Does VGCSA want to invest in converting our document into the format of the template?
12. Partner Program
    1. status update
       1. Renewals letters have gone out
       2. We have some already renewed and a new partner SoluCal
       3. BOD should suggest their vendors to DN and TE and we can call on them with partner opportunities
    2. Diamond limit
       1. SiteOne Landscape supply asked to become Diamond but we are sold out
       2. Riverside is the newest Diamond
       3. Our limit is ten this would put us at eleven – only impact would be another half page ad.
          1. We will keep the limit and suggest SiteOne get involved more locally
13. 2017 Committee Assignments
    1. Assistant Supt. – Steven Ball
    2. Awards/Scholarships – Aaron Wells
    3. BMP – monitor, changes, updates on BMP – Sean Baskette
    4. Bylaws – Bill Keene
    5. Certification – provide test for members seeking certs – Pete Stephens
    6. Communications – Bill Keene
    7. Community Service – First Tee, Toys for Tots, Community Service Projects – Jeff Holliday
    8. Conference Planning – Mark Cote, Eric Spurlock
    9. GCSAA Voting Delegate – Mark Cote
    10. Golf – Plan promote Joe Saylor, Virlina Cup, etc. – Jeff Whitmire
    11. Government Relations – Pete Stephens – ask Rob Wilmans and Pete McDonough for assistance, Christian Sain
    12. Long Range Planning – Mark Cote (chair) Jeff Holliday, Eric Spurlock, David Norman
        1. There will be a strategic planning event this year.
           1. Invite Chase Rogan
           2. Maybe coordinate with a regular meeting and have at the Homestead
           3. Maybe August
    13. Membership – Jeff Holliday Chair - work to grow membership, focus on recruitment and assistance – All external VPs on committee
    14. Mid-Atlantic Golf Council – Mark Cote (chair), Jeff Holliday
    15. Nominating – Scott Mauldin
    16. Partner Program – Eric Spurlock
    17. Survey – Sean Baskette
    18. Turfgrass – Chair - Bill Keene - Mark Cote, David McCall
    19. Website – Steven Ball
14. Old Business / New Business – board meeting dates
    1. Board Meeting Dates
       1. April 20th
       2. August 6-7 Planning Session Meeting and Retreat – Possibly Homestead, Sunday-Monday, David Norman will look into it
       3. November 16th
15. Executive Session - Not needed
16. Adjourn – 1:10 pm
17. Photos