****

**NGCOA Mid-Atlantic Board Conference Call**

**September 9, 2014**

*Minutes*

Attendance – David Norman, John Anderes, Don Ryder, Joe Rice, Nancy Downie, Mike Hatch, Joe Hills, Bob Swiger, Phil Owenby, Glen Byrnes

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

**Minutes**

The minutes of the July 17, 2014 meeting were approved.

**Treasurer’s Report and Partner Program Update**

Byrnes gave the Treasurer’s report, citing that cash flow is good relative to budget, with the Partner Program roughly $6,000 ahead and dues nearly $2,000 ahead. Expenses are in line with budget.

The Treasurer’s Report was approved.

**Update from National Office**

Rice gave the report from the national office. He explained the concern about EPA overreach through the WOTUS (Waters of the U.S.) legislation, something we oppose. NGCOA joined a water advocacy group, and the vote in the House of Representatives is today (note: during the meeting, the results came in, and it was soundly defeated!).

Rice announced that the Annual Conference will be in San Antonio in February, and the theme is “The Future is Now.” There will be an early bird sale at the end of the month. A popular keynote speaker will be announced soon.

Rice also announced that they have been working with the PGA of America to expand the *Get Golf Ready* program beyond just facilities with PGA professionals.

National current has two task forces – one for Strategic Planning and the other for Tee Time Distribution. The Strategic Planning initiative includes a 3-year plan to heighten awareness among non-members, enhance member value and grow the number of chapters. They are making progress on the Tee Time initiative and will discuss this at next week’s board meeting.

**2014 Annual Meeting & Awards Program**

Norman gave an update on the upcoming Annual Meeting and Awards Program scheduled for September 24th at Bull Run GC in Haymarket, VA. Stuart Lindsay will be the keynote, and he comes highly recommended for his keen insights and plain talk about the industry. Bennett echoed the high regard for Lindsay and encourage all board members to attend. We will have four outstanding honorees for the awards.

**Industry Trends**

Joe Hills led a discussion on tee times systems and Golf Pipeline, where Scott Merchant is the principal – Hills knew Merchant from his time with Fore! Reservations. He suggests a regional approach to optimizing negotiations with tee time system providers. Golf Pipeline is in our region, whereas Golf Now is not. Hills cited that there is a $350 million cost to the industry and encouraged being proactive to get the best deal. Hatch asked for feedback from Rice, who will provide it once the task force has reached a conclusion. It was noted that having a social media element like Golf Pipeline allow for data collection. Bennett asked who NGCOA is speaking with in this arena, and the list includes Golf Now, EZ Links, Open Tee, Play 18 Solutions, Golf Pipeline and ActiveGolf. The ultimate goal is to affect the pricing model, so the owner is in control of price and data. NGCOA would like to eliminate barter from the model.

Recently it was announced that the URL [www.virginiagolf.com](http://www.virginiagolf.com) is now for sale. Byrnes gave the background on the company that owns the address, and he recommends we suggest that Virginia Tourism purchase it.

**Virginia Nutrient Management Planning and Maryland BMPs**

Norman reported that the deadline to apply for matching grants for Nutrient Management Planning for Virginia courses in the Chesapeake Bay watershed has been extended until December 31, 2014. Grants are valued in the $1,000-1,500 range. He said another round of grants for any course in VA will be available after the first of the year. John Anderes reported that the Maryland BMP program has nothing new to report currently.

**Webinar Program**

Norman gave a brief review of Jeff Fleishman’s webinar on Wednesday, July 30th focusing on Membership Sales and Marketing.

**Old / New Business**

Bennett brought up the topic of having a sub-group to interact with Virginia Tourism – perhaps two board members and a non-board member (e.g., VSGA representative). A goal would be to get marketing dollars allocated to golf. The current Economic Impact Study could be a tool in the negotiation. Byrnes and Ryder indicated that they would be happy to assist.

The next board meeting was set for 2 pm on October 23rd.

**Adjournment**

The meeting was adjourned at 3:06 pm.