

**Subject:** VGCSA Board of Directors Meeting

**Date, Time, Place:**

November 10, 2011

10:00 a.m.

VGCSA Office, Glen Allen, Va.

**Attendance:** Jeff Berg, David Norman, Matt Boyce, Jeff Holliday, CGCS, Mark Cote, Jeff Van Fleet, Dan Taylor, CGCS, David Lewallen

1. Call to order at 10:03 A.M. (Berg)
2. Approval of previous August 4th BOD Meeting minutes
   1. Motion Petrelli, 2nd Spurlock
3. Treasures Report (Holliday)
   1. BMP will reflect budget deficit
   2. Should be strong by the end of the year
   3. Looked at NW Mutual statement
   4. Motion to approve report Spurlock, 2nd Petrelli
4. Executive Directors Report (Norman)
   1. Reviewed Norman’s report
   2. Discussed accomplishments, went above and beyond job assignments.
   3. Looking at better year next year
   4. Looked at items to focus on for next year
5. Budget Review 2012 (Norman)
   1. Discussed any changes from last years budget
   2. Dues revenue reflects last years (2011) numbers
   3. Discussed dues increase, additional $5 for Superintendents and Vendors only, Motion to approve Cote, 2nd Taylor, dues increase approved
   4. Motion to approve 2012 budget Holliday, 2nd Boyce
6. Chapter Delegates Meeting (Berg)
   1. Berg discussed agenda
   2. Field staff update, Mid-Atlantic to be filled by 2013
   3. Public Policy update from Patrick Finlan
   4. Town Hall Meeting
   5. Candidate’s presentation
   6. Selection of candidates; Maynard and Barajas, Directors, Secretary, Keith Ihms, O’Keefe back to Director
   7. Strategic review of member standards
   8. BMP presentation by Berg went well
7. Committee Reports
   1. Annual Meeting (Cote)

* Fredericksburg Country Club, Tuesday, January 1st
* Transportation, Trollie? Sponsor for Trollie
* Sponsorships; comps, board table, bar
* 200 capacity
* Time lines for invitations
* Eligibility, member and partners
* Possible comps; Va. Tech, USGA, elected officials, BMP
* Motion to persue vendors for table sales
* Deadline December 15th, offer sponsors for Trollie and BOD table
  1. Assistants Forum (Berg)
* Great turn out, 87 total attendees
* Speakers great , Keynote Rhett Evans
* Venue was great
* Location for next year? Keynote, Brad Kocker
  1. Awards (Cote)
* Presidents Lifetime Achievement Award
* Distinguished Service Award
* Environmental Stewardship Award (new), motion to approve new award Cote, 2nd Spurlock
  1. BMP (Berg)
* Printed
* Final draft completed 1st of the year
* 2012 Landscape Supply Tourney location, Creighton Farms
  1. Education (Petrelli)
* Webcast free for GCSAA members now
* Dec. 15th, Dollars and Cents for Foliar Fertilizers
* Dec. 20th, 10 Amendments to a Better Soil
* Looking at non-agronomic topics, one in Dec. and one in Feb.
* Communication webcast for Feb.
  1. Golf Committee (Boyce)
* Varlina Cup, Carolina won, great venues, weather bad, competitive level great
* Location for Varlina next year, Northern Virginia
* Joe Saylor, Creighton Farms, great venue, large participation
* Location for next years Joe Saylor, open
  1. Government Relations (VanFleet)
* Nutrient Management meeting at Hermitage

-Discussed plan, review every 5 year

-July 1 2017 facility plan must be in place if not fines will be incurred $250 every 90 days

-$3000 per plan, DCR may offset cost, 50%-50%

-Looking at parameters

-Effects every course

* 1. Membership (Fultz, not present) (Berg)
* Vendor participation
* Encourage vendors to join
  1. Partner Program (Norman)
* Keep levels the same
* Eliminate Research level sponsorship
* Buy Sod Scholarship Program, base funding on percentage of sod sales, $1 per credit application filled out to start fund.
* Buy Sod Program Board discussion

-Have to be a Partner for VGCSA to support program

-VGCSA control who gets scholarship

-VanFleet cautioned on timing of program (Helena)

* Open Diamod sponsor to 9 instead of 8
  1. Publications (Holliday)
* Send out notices for newsletter Jan. 1st
  1. Survey (VanFleet)
* Wants impact from current survey
* Limit to 100 questions, reformat
* Board to look at current survey to adjust, send VanFleet note for changes by Dec. 15th
  1. VTC Conference (Berg)
* Monday seminar still in the works
* Reviewed VTC conference schedule
  1. Web Site (Berg)
* Facebook update, up to 60-70 people

1. GCSAA Conference and Social Event (Norman)
   1. New educational opportunities to include panel discussions
   2. GCSAA working on affordability
   3. Joint Social Feb. 29th at Treasure Island w/ MAGCSA
2. Rounds4Research (Norman)
   1. 20% growth from last year
   2. Continue in 2012
   3. Looking at help from GCSAA, expansion
3. Old Buiness
4. New Business
5. Executive Session-Nominating Committee
6. Next meeting January Annual Meeting
7. Meeting adjourned

Respectfully submitted,

Jeff Holliday, CGCS

Secretary/Treasurer