

# SOUTHERN CALIFORNIA PGA

**Board of Directors Meeting**  
**Jonathan Club**  
**Los Angeles, California**  
**December 9, 2018**  
**11:00 A.M.**



# PGA

Southern California Section

## MEETING NOTES

### Attendees:

### Guests:

**Staff:** Tom Addis, Jeff Johnson, Ariana Gomez, Kevin Smith, Max DeSpain, Kristy Watimena and Matt Gilson

- I. Approval of the Minutes  
***Mr. Shelton asked for the approval of the minutes from the August Board Meeting. There was a first and second and the minutes were approved.***
- II. Call to Order: President Keefer called the meeting to order and introduced each guest present.
- III. Presidents Report:
  - a. President Keefer recognized the following outgoing Honorary President, John McNair and the following directors:
    - i. At-Large Directors, Randy Chang and Rob Oosterhuis
    - ii. Independent Directors, Alison Curdt and Kim Falcone
    - iii. Desert Chapter Representative, Mike Holyk who will be replaced by Kendall Palu
  - b. Jeff Johnson gave an overview of the election procedures for the meeting the next day. He gave a script to John McNair who will be conducting the election.
  - c. Ariana Gomez reviewed arrangements for the Presidents Dinner and General Annual Meeting.
  - d. Foundation Board: Frank Talarico, Chairman
    - i. Fundraising in 2018 exceeded 2017 by \$20,000. the Orange Country Seniors for 14,000; DevTo \$25,000 and LA84 Foundation \$10,000 . All in about \$200,000.
    - ii. Clubs for Youth Program 2017 189 sets of clubs. 2018 expanded to boys teams and a donation of 293 sets and impacted more than 63 high schools with through this program
    - iii. High School Coaches Clinic- Matt Gilson scheduled for January 12, 2018 at Los Serranos CC adding a junior component to it. This is underwritten by the LA84 Foundation
    - iv. Junior Tour – Kevin Smith reported the JDT (Junior Development Tour) had 730 members in 2017 and increased to 899 in 2018. Overall tour has 2779 members which is a 6% increase for the year with 72 exempt players.
    - v. 2019 Looking forward to the Foundation Classic ProAm on February 25<sup>th</sup> at Riviera CC. A total of 18 teams have confirmed to date with a deadline of Jan 23<sup>rd</sup>
    - vi. Strategy meeting will be held on January 11<sup>th</sup>

- vii. 2019 host the first Foundation Dinner.
  
- e. Regional League Manager Update – Nikki Gatch, PGA
  - i. PGA Junior League continues to be a primary focus for player development programming, with the Section seeing a nice increase in participation over the last year. There was a 22% increase in the number of teams (168), 34% increase in number of players (2000+), and a 33% increase in the number of Captains (132). Nationally, showed a 23% growth overall, surpassing 51,000 participants.
  - ii. The average team fee nationally was \$224 and the average in the Section was \$262, equating to over \$389,000 in revenue back to Section Professionals and facilities, not including incremental revenue the program provides.
  - iii. First year all 41 Sections participated.
  - iv. The San Diego County League team led by John Mason, captured the National title over the field of 11 other teams from across the country.
  - v. Golf Channel broadcasted the event aired on December 4th, 14th, & 25th. An agreement was made with Grayhawk Golf Club to host the PGA Junior League Championship presented by National Car Rental through 2022. And beginning in 2020, the event will be broadcast live on ESPN. Two new Ambassadors were introduced, Alex Morgan (USA Soccer) and Steph Curry (Golden State Warriors).
  - vi. The Section Growth plan for PGA Jr League is projecting an increase of 25% for 2019. Captain Registration is now open and the Section deadline for registering is Feb.1, 2019.
  
- f. Career Consultant – Ken Ferrell, PGA
  - i. There were 52 Career Jobs placed, 3 of them were Platinum. with 12 being General Manager jobs.
  - ii. The compensation is up 10% for head professionals, 12% Assistant Profession, 17% for Director of Instruction.
  - iii. The Compensation Survey will began the first of the year and close March 31<sup>st</sup>. Completion rate for Southern Cal is usually low with be best being 53% participation.
  - iv. Career Consultants beat all of their goals by 25% in 2018.
  - v. One on One Career Services Completed – 77 PGA members and Associates.
  
- g. District 11 Director – Bill Troyanoski, PGA
  - i. Thanked everyone for a representing the District well at PGA of America meeting in Indian Wells.
  - ii. The District 11 is very close and he promised he would stay in touch, keep the dialogue open, keep all informed and wants to be their voice in the boardroom.
  - iii. Transformational time with electing Suzy Whaley as the first female president of the Association, selecting Seth Waugh as the CEO of the PGA of America, and pursuing plans to develop a hybrid a new PGA of America HQ in Frisco Texas, which they are branding as Silicone Valley Golf, while continuing PGA HQ operations in West Palm Beach.
  - iv. Globalization is happening with European Partners like BMW, Omi Resort. Also allow a resident alien become a PGA member and when they leave they remain a PGA member
  - v. Learning Center has embraced the new PGM 3.0 which the curriculum elevates the Teaching, General Management and Golf Operation.
  - vi. The PGA Championship will be marketed by global markets
  - vii. Government Task Force bringing initiatives to PGA of America’s meeting. 1)Add a second independent Director serve sequential terms 2)Earn requirements to run for PGA Office 3)Discussing the process by which the District Directors are chosen. Board discussion followed.

- a. Mr. Johnson referred to the Board Packet and the numbers through September 2018 for all 3 lines of business. Numbers through October 2018 are exceeding plan for all 3 lines of business. Mr. Letendre noted the year is balancing at year-end.
- b. Investment Report
  - i. Quarter 3 financials included in the packet show earmarked funds for the Capital Reserve Fund. Second and third quarter had 6% gains; \$401,770 for Investment Allocations; Canterbury Consulting can take action without our approval and Investment Committee made a decision to cut back on many times the money is moved around. The Section will pay Canterbury a little less in fees.
  - ii. Budget Committee
  - iii. The involvement of the Chapter VP's was tremendous.
  - iv. Some of the biggest challenges in 2019 labor model, is the increase in minimum wage and hosting Girls Junior Americas Cup which is budgeted to cost \$25,000. The consolidated increase in net assets is \$11,000 to the good in all 3 lines of business.
  - v. Mr. McNair cautioned the wisdom of using the monies as earmarked and asked that it be reflected as per budget policy.

***Mr. Letendre asked for approval of the 2019 Budget as written. There was a first and second, motion was approved.***

V. Secretary's Report – Robin Shelton, PGA

- a. Submitted as written

VI. Staff Report -Tom Addis, PGA

- a. Nikki Gatch verbally accepted the offer as Chief Membership Officer and her start date will be 1/2/19. The need for someone with their pulse on the membership was discussed during the Strategic Planning Meeting. An extensive job description which would include working directly with the members and Ken Ferrell was created. Need to quantify what is being done and track.
- b. Many new things in Communications are taking place. Bryce Seiver is covering the PGA Professional Championship and the Senior PGA Professional Championship.

VII. Chapter Reports

- a. Empire Chapter – Mr. Adamiak reported the hosting of the Professional DCP at the Journey at Pechanga . Commended Randy and everyone at Pechanga for doing an exceptional job. Annual Meeting at Arrowhead swore in Kenny Pigman as President and Ryan Prior as the Vice President. Still in need of a Secretary. Good support to their Players Championship at Redhill.
- b. San Diego Chapter – David Mowery reported annual meeting had 130 people attending . Two board members were re-elected from the six that were running. Creating a sub-committee to get them involved to help out with some areas. Grant Strobel set up “ Cupcakes for Drayton” in honor for Breanne and Eric Mitchell's son Drayton and posted on instagram to her. Doug Timms from 18 Greens donated 600 T-Shirts for fire victims in Nor Cal to the high school kids.
- c. Metro Chapter – Vic Placeres reported hosted annual meeting and election at SeaCliff CC and elected Rick Stegall and Thomas Chu. Proud of donating 4 sets of clubs to Westminster High School Girls Golf Team. Hoping to donate sets to both a girls and a boys team in 2019. Starting in 2020 the chapter will be giving out a \$1,000 scholarship to an associate who is in Level 3 and is elected to membership in 2019. Metro chapter donated \$5000 to Southern California Folds for Honor Pro-AM hosted at Monarch Beach Golf Links.

VIII. Committer Reports

- a. Women's Committee – Kim Falcone reported their Women's Player of the Year is Alison Curdt, Sara Ovadia is Associate Player of the Year and Mardell Wilkins is Senior Women's Player of the Year. She thanked everyone for their support of the Women's Committee.

- b. Teaching Committee – Randy Chang announced the California Teaching Summit at Journey @ Pechanga in 2019. There is a competition to make it bigger and better every year and that is what they are working on.
- c. Disabled Golf – Joe Grohman announced he hosted the first SCPGA Adapted Golf Summit in Solvang and the 25<sup>th</sup> Annual Blind/Disabled Golf Clinic. Mr. Grohman was asked to be a National Trainer for PGA Hope Program.
- d. Communications Committee – Eric Lohman and Scott Heyn – Ran an Marketing audit to make sure every one was up to date
- e. Senior Committee - Ron O’Connor – making changes on handicap system.
- f. Special Awards Committee – Rob Oosterhuis/Joe Grohman – important to get recognition back to the clubs and management companies. This year a lot more marketing was done to give recognition. Next year they would like to add the runners-up for the Teacher of the Year.

IX. Old Business

- a. President Keefer, thanked the Board for their support of the staff, and Wes and Len for attending.

X. New Business

- a. Vote count order/board seats available – Set it up to talk at the next board meeting.
- b. Recruiting women to draw more females into the game.
- c. Randy Chang is looking for a band, keyboard player and drummer to perform at the California Teaching Summit.

XI. Adjournment

The meeting was adjourned

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Robin Shelton, SCPGA Secretary