

SOUTHERN CALIFORNIA PGA

Board of Directors Meeting
Coronado Boathouse
Coronado, CA
June 3, 2018
1:00 PM



PGA

Southern California Section

MEETING MINUTES

Attendees Todd Keefer, Tony Letendre, Robin Shelton, , Randy Chang, Rob Oosterhuis, David Mowery, Joe Grohman, Alison Curdt, Kim Falcone, Michael Holyk, Vic Placeres, Mike Valdez, Steve Adamiak

Excused: John McNair, Eric Lohman, Scott Heyn, Derek Hardy

Guests: John Easterbrook, Frank Talarico Jr, Nikki Gatch, Perry Dickey, David Foster, Andy Thuney, Bill Hulbert and Jim Gormley

Staff: Tom Addis, Jeff Johnson, Sharon Curfman, Ariana Gomez, Kevin Smith, Matt Gilson, Max DeSpain, Kristy Wattimena, Dave Kuhn

I. Welcome

President Keefer welcomed special guests and thanked everyone for attending the meeting

II. Action Items

- a. *Secretary Shelton asked for motion to approval of the previous Board Meeting minutes with no changes The motion was made and seconded Motion was carried*

III. President's Report

- a. Ariana Gomez explained the flow of the meetings, dinner, transportation, room reservations and golf for the next two days
- b. District 11 Director
 - i. Mr. Keefer explained the duties and time commitment of the District Directors Bill Troyanoski has started the shadowing of Scott Ashworth as the incoming District 11 Director There will be a District 11 Meeting in Napa, California in July
 - ii. The four declared candidates for PGA Secretary – Jim Dorman, Gulf States PGA; John Lindert, Michigan PGA; Rick Murphy, Carolinas PGA; and Thomas Wildenhaus, South Florida PGA – the election will take place on Nov 9 at the PGA Annual Meeting in Indian Wells, California The Section is still spending time with the candidates and will have another opportunity to vet them at the PGA Show in August

c. PGA of America Regional Junior League Manager - Nikki Gatch, PGA

- i. Experiencing record growth in PGA Junior League Nationally, PGA JLG has grown from 42,000 in 2017 to the current 48,000
- ii. 2,000 Section participants, 132 captains 175 teams and 37 leagues 25% increase over last year
- iii. Financial impact is about \$20,000 back to the Section to be reinvested in player development programming National Car Rental money has been redirected to PGA Junior League to put on Section JLG championships
- iv. Video shown on the Golf Channel's Morning Drive will be shown at the Membership Meeting, showing how Junior League has impacted the lives of some needy families in the lower income areas of San Diego The video features Daniel Duchene and Pro Kids Academy at Colina Park
- v. New Ambassadors for JLG will be announced by the PGA in August
- vi. Post season changes: every Section will have a Section Championship and since the So Cal Section is so large the Section will have two qualifiers The Western Regionals will be held at Rancho Bernardo Inn
- vii. The SCPGA, along with PGA Magazine and the SCGA, hosted the first Women's Summit at Industry Hills Suzy Whaley was keynote speaker with over 100 women attending

d. PGA of America Chief Membership Officer – John Easterbrook, PGA

- i. Gave a brief overview of his responsibilities and number one is to ensure the PGA professional's life is better
- ii. Discussed the potential move to either Palm Beach County or Frisco, Texas and what impact it has had and will have on the PGA staff Frisco, Texas is the center of the country with the ability to get anywhere in the country in one day, a big factor Some important site considerations are an integrated education and player development complex for PGA Golf Professionals and championship courses at the back door Studies report that it will be less expensive to move to Texas than to stay in Florida The move hasn't be finalized and no decisions have been made
- iii. ADP Funding- Current Board wants to continue the support to the Sections and ADP funding will be discussed at the fall Board of Directors meeting
- iv. PGA is losing 50% of the PGM University students which is compensation driven Starting salaries are about \$5,000 below the national average
- v. PGA of America assigned a Career Consultant to management companies
- vi. The Independent Contractors position in the industry has changed, especially in California
- vii. Changes being made to the Certification program to include re-certification to maintain certification

e. Foundation – Frank Talarico Jr, Foundation Chairman

- i. Donations YTD \$93,400, up from previous year
- ii. In 2018 ClubsForeYouth continues to focus on donating new clubs for deserving high school girls and boys The goal is to donate 600 sets of golf clubs in 2018 Year to date, 139 sets have been donated to 21 Southern California high schools
- iii. LA 84 donation of \$10,000 is earmarked towards education for high school coaches
- iv. University City High School girls golf team and Lincoln High School boys golf team will be presented with their sets of clubs, SCGA Golf Passbooks and a team canopy donated by California Canopy at the membership meeting of June 4, 2018

- v. Bloom Inc Crowdfunding program with SCPGA Junior Tour Members raised \$1,912 in April and an additional \$2,000 in May
- vi. 2018 Youth Putting Championship will have 5 qualifiers during the summer months, concluding with the YPC on Sunday, August 12th The goal is to raise \$5,000
- vii. Big Brothers & Big Sisters clinic will be June 9th at Strawberry Farms Golf Club Matches will compete in a mock DCP and each will be provided with the option of competing at a Drive Chip and Putt Local Qualifier
- viii. Orange County Communications, a public relations firm, continues to work on a Pro-Bono basis on the Foundations behalf

f. Special Awards – Rob Oosterhuis and Joe Grohman

- i. Adding more importance to the program this year by publicizing the names of nominees on the SCPGA website and sent via email to the membership In-depth materials from the nominees are due back June 18th Once all the information is compiled by the SCPGA it will be sent to the Special Awards Committee for review Certificates will be mailed to all the nominees who return their materials Selections will be made on all categories, except Golf Professional of the Year, by the committee on August 3rd The top 3 nominees for GPOY will have phone interviews before a winner is selected and each GPOY nominee will be invited to the SCPGA President’s Dinner

g. Tournament Committee – Jim Gormley

- i. The Associate Professional Association (APA) no longer includes A-8 members
- ii. Committee in the process of setting guidelines for Pro-Scratch & Pro-Lady
- iii. Mr Gormley requested the chapter representatives to participate in tournament committee meetings

IV. Vice President’s Report – Tony Letendre

a. The Budget Report

- i. The Section is ahead in all three entities including sponsorship and donations which will level off as they move further into the year
- ii. The make-up of the Budget Committee now includes Chapter Vice Presidents

b. Investment Report

- i. The current report shows 10.7 million in holdings
- ii. Canterbury Consultants continue to act on the SCPGA’s behalf to make changes in investments when deemed necessary and updates the Section on a monthly basis of any changes Currently, according to Canterbury, the SCPGA’s funds are well diversified and thus well protected
- iii. It was noted for the information for any newer Board members, that four percent of the interest earned through the Section’s investment program each year, is directed into member programs ,such as meetings as well as player development programs for the Section

c. *Action item - The request permission to withdraw \$350,000 CD from Citizens Bank to use for Capital Improvement Fund and move the remaining portion into the investment portfolio was discussed The Investment committee will bring ideas as how to best to use the funds and bring the recommendations to the August Board Meeting*

- i. Mr. Letendre asked for approval to move the Citizens Bank money The motion was made and seconded, motion carried*
 - d. The Section has been undergoing an IRS tax audit with KMPG provided by PGA and will also have a PCI compliance audit for credit card systems and procedures

V. Secretary's Report - Robin Shelton

- a. Total Members and Associates 1,668 It was noted 6% of the SCPGA's membership is comprised of women
- b. MSR Status – 22% of SCPGA members have not completed with 2 weeks remaining

VI. Chapter Reports – President Keefer asked the Chapter Reps:

- a. **Who do you see as a rising star?**
 - i. Northern Chapter – Alison Curdt
 - ii. San Diego Chapter –Shawn Cox and Josh Haynes
 - iii. Desert Chapter – Colin Tucker and Alex Witt
 - iv. Metro Chapter – Zach Moya, Eric Mitchell and Thomas Chu
 - v. Inland Empire – Kenny Pigman and Ryan Pryor
- b. **What is your signature event?**
 - i. Northern Chapter – Pro Assistant Championship @ Santa Maria CC
 - ii. San Diego Chapter – Pine Glen Shootout @ Sycuan and Partners Pro-Am
 - iii. Desert Chapter – Summer Series
 - iv. Metro Chapter – Influencer Series and Folds of Honor both held at Monarch Beach
 - v. Inland Empire Chapter – Chapter Championship
- c. **One idea on how the Section can do better?**
 - i. Northern Chapter – Keeping communications at the forefront
 - ii. San Diego Chapter – Meeting with officers and boards on chapter level
 - iii. Desert Chapter – Letting the members know what their resources are
 - iv. Metro Chapter – Communicate on a chapter level

VII. Hall of Fame (Action Item)

- a. **Mr. Keefer asked for a motion to accept the Hall of Fame Criteria changes**
 - i. The motion was made and seconded Motion carried*

VIII. Old Business

- a. Mr. Johnson stated that SCGA and SCPGA have terminated conversations about merging operations but will continue to work together with the respective staff to provide cooperative programming with SCPGA Juniors and promoting the SCGA Passbook and other activities through player development The SCPGA and SCGA staff will meet regularly to determine various pathways for collaboration

IX. New Business

- a. Next board meeting will be on August 23 at Section HQ in Ontario
- b. **New SCPGA Secretary – the Board ratified the officers' nomination for SCPGA Secretary, Eric Lohman**
Mr. Lohman will begin his orientation and will shadow the officers and meet with staff prior to his Oath of Office at the SCPGA Annual Meeting in December

X. Private Session

- a. President Keefer conducted a private Board session.

XI. Adjournment

The meeting was adjourned at 4:30 PM

Robin Shelton, Secretary

Date