

SOUTHERN CALIFORNIA PGA

Board of Directors Meeting
Section Headquarters
Ontario, CA
August 23, 2018
10:30 AM



PGA

Southern California Section

MEETING MINUTES

Attendees Tony Letendre, Robin Shelton, Randy Chang, Rob Oosterhuis, David Mowery, Alison Curdt, Kim Falcone, Michael Holyk, Steve Adamiak, John McNair, Eric Lohman, Derek Hardy and Scott Heyn

Excused: Todd Keefer, Mike Valdez, Vic Placeres and Joe Grohman

Guests: Nikki Gatch, Bill Hulbert, Ken Ferrell, Ron O'Connor and Jim Gormley

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

I. Welcome

Vice -President Letendre welcomed special guests and thanked everyone for attending the meeting.

II. Action Items

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

III. President's Report

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

- i. Junior League has shown a growth of 20% nationwide with 50,000 participants and 3,100 captains.
- ii. 2,071 Section participants, 132 captains 175 teams and 37 leagues 25% increase over last year
- iii. Anticipated Section remuneration of \$21,745. Looking to change the distribution rate of monies from Sections (currently distributed equally) to overall participation. Planning is underway for the creation of both recreational and competitive leagues.
- iv. Post season is concluding with the Section Championship at Industry Hills. The final four teams that advanced through the two local qualifiers will compete in the Championship. The Southern California Champion will advance to the Western Regionals being held at Rancho Bernardo Inn on September 15-16. The Champions from the 12 Regional Championships will advance to the National Championship on November 14-19 at Grayhawk Golf Club in Scottsdale, Arizona.
- v. Seminars on PGA Jr League were conducted during the Fashion & Demo Experience in Las Vegas, Nevada.

b. Employment Consultant – Ken Ferrell

- i. The total unemployment rate for the Section is 2.1% and Nationally 2.8%
- ii. The penetration rate of PGA professionals at green grass facilities is 82 % for Section and 66% nationally.
- iii. Management companies are up to 22% of total golf facilities.
- iv. Compensation Survey shows a big disparity for General Managers between private and public facilities.
- v. 58 Career Links jobs posted to date.
- vi. Completed 34 PGA Employer site visits to date.
- vii. Hurricane in Hawaii and other disaster plans, PGA has a ten step program in place to assist.

c. District 11 Meeting Recap

- i. The July District 11 Meeting was held in the Northern California Section. There was an opportunity to spend time with 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 SCPGA has not put their support behind a candidate as of this date. The election will take place on Nov 9 at the PGA of America Annual Meeting in Indian Wells, California.
- ii. The excellent relationship between the District 11 Sections of Aloha, Northern California and Southern California enables them to keep an open dialogue and work together more closely. Due to the relationship, there is conversation between SoCal and NoCal regarding an effort to combine sponsors.
- iii. Pete Bevacqua, CEO of the PGA of America tendered his resignation and John Easterbrook, PGA, currently the Chief Membership Officer has stepped in as the Interim CEO until a new CEO is selected.

d. Award Winner & PGA Championship

- i. Brian Smock and Michael Block participated in PGA Championship at Bellerive CC in St. Louis. They both received excellent coverage and Michael hit the first tee shot for the Championship. The Section sent a staff representative to cover the social and as well as the championship participation of SCPGA players in the PGA Professional Championship in Monterey, CA. The Section intends to send someone to cover Section players at the Senior PPC as well.
- ii. Eric Wilson, PGA from The Grand, was chosen as the 2018 National Merchandiser of the Year.

IV. Vice President’s Report – Tony Letendre

a. The Budget Report

- i. The Section is ahead in all three entities. No numbers for July were available due to National Ransomware issue. Mr. Johnson assured the Board that everything looked positive.
- ii. Second quarter Investment Committee met with Canterbury in July and the portfolio remains constant and solid as the plan is just short of 11 million dollars.
- iii. Mr. Johnson presented a list of capital cost estimates that could transpire within the next five years.

b. Action Item:

The Board was asked to ratify the SCPGA Investment Committee’s recommendation to move \$297,000 from the Citizens Bank to the investment portfolio as a capital reserve fund and let it grow at 5% rate so that it would replenish itself so it wouldn’t affect programming. The Budget Committee would be tasked with determining a funding strategy.

The motion was made and seconded and motion was carried.

- i. Staff is working on budget development for the 2019 Budget and plans to offer it to the Budget Committee on October 1st, and bring it to the Board on December 9, 2018.

V. Secretary's Report - Robin Shelton, PGA

a. Review of Section Stats

- i. Total Members and Associates 1,580.
- ii. It was noted 102 of the SCPGA's membership are women. Down five women members.
- iii. Class F Members now total 33 up from four.
- iv. As of 7/31/18, 59 members and 60 associates had not made their dues payments. The Section makes daily re-establishment of memberships.
- v. Congratulated John McNair of becoming a Quarter Century Member.
- vi. Announced the Professional Drive, Chip & Putt; California Teaching Summit, Annual Meeting coming up in the Fall.

VI. Staff Reports – Tom Addis, PGA

- a. Appropriate activities will be calendared and sent through outlook or google calendars when appropriate.
- b. Will begin using the Google Survey tool to coordinate availability for the PGA of America's Annual Meeting.
- c. Staffing updates – Demi Dailey has been employed for the communications department
- d. The 2019 Preliminary Calendar was presented and continues as a working document leading into next year.

VII. Chapter Reports –

- a. Desert Chapter – Michael Holyk, PGA
 - i. Hosting the PGA of America Annual Meeting in November
- b. Inland Empire – Steve Adamiak, PGA
 - i. Summer Meeting had 42 members at Pechanga.
 - ii. Chapter Championship held at Goose Creek.
 - iii. Chapter members were able to raise money for one of their members in need. Looking to see if more can be done.
- c. San Diego Chapter – David Mowery, PGA
 - i. Completed the Annual Partner Pro-Am which netted about \$12,000 for the chapter.
 - ii. Annual San Diego Cup Matches in October – Ross Marcano has taken the lead on securing facilities.
 - iii. California Teaching & Coaching Summit to be held at The Grand, October 22 & 23.
- d. Mr. Letendre noted the Board was still working on "Engagement" opportunities with chapters and associates.

VIII. Committee Reports

- a. Tournament Report – Jim Gormley, PGA
 - i. Senior Tee Policy – Super Seniors 70 and older will play from the same tees as the National mandated tees for women. For consistency, they asked that the chapters follow this policy as well.

- ii. A survey was sent to the APA and only 13 participated out of 233. The survey will be sent again hoping for a better response.
 - iii. In 2019 the Section Championship will be hosted by Santa Maria Country Club, The Farms in 2021 and looking at Alisal in 2023. La Costa is the tentative site for 2020 but clubhouse and range construction may cause the Championship to move to another site.
 - iv. 167 players registered for the Section Championship to play for the \$100,000 purse.
- b. Player Development - Anthony Leone
 - i. Drive, Chip and Putt completed 17 or 18 qualifiers, with the Regional still to be conducted on September 22nd at Torrey Pines.
 - ii. Golf in schools had successful summer camps and were up by 15% with around 300 youth attending.
 - iii. Currently in the scheduling process for Fall Golf in Schools
 - iv. Neighborhood Golf is holding a one day event with Jason Taylor in Riverside. We will also schedule around 12 corporate events next year.
- c. Rules Committee/Senior Division – Ron O’Connor, PGA
 - i. SCPGA Rules Seminar on September 24th at Mountain Meadows. The SCGA will also host their Rules Seminars.
 - ii. Post a series of videos on “Rules Changes” on the Member to Member area of the website.
 - iii. The Section Annual Meeting golf event will be played under the new changes to the 2019 Rules of Golf.
 - iv. The SCPGA Seniors were victorious at the North/South Cup Matches in Santa Maria.
 - v. Mike Fergin defeated Paul Dietsche in a playoff to win the Senior Section Championship.
- d. Junior Golf – Kevin Smith
 - i. Membership is 2,749 up 5% from last year. Comprised primarily of 45.7% Asian/Pacific Islander and 33.6% of Caucasian. There are 36% female which in the past 25+ years it has grown approximately 10% - 25%.
 - ii. The goal of Junior Golf has been to be more broad based in the communication arena and using social media and print media to meet that goal. Stories highlighting junior golfers have been expanded to include success stories such as with Rose Zhang, Haley Moore and many others who have had notable achievements.
 - iii. The Play with the Pro Series events helps to create a bond between the junior and PGA professional and had another successful summer.
- e. Women’s Committee – Kim Falcone
 - i. Mrs. Falcone would like to see the Women’s Committee evolve to include mentoring women associates and approaching women’s high school teams and college girls teams promoting careers in golf and the industry. Start by developing a marketing piece to distribute to coaches and develop a strategy to get the word out. Promote the program in a Job Fair atmosphere.
- f. Teaching Committee – Randy Chang
 - i. Committee meeting was held via conference call on Thursday, July 12th at 9:30.
 - ii. A California Teaching and Coaching Summit walk through was done on Wednesday August 1st at the Grand. Using the model at the Grand, the committee is already in discussion with Scott Mallory, General Manager at the Journey, and Randy Chang, the Journey’s Director of Instruction, to host the 2019 California Teaching & Coaching Summit at Pechanga.

IX. Old Business

- a. Mr. Letendre suggested tabling the resolution for Golf Schools to test out of Level I.
- b. PGA of America is implementing a new education system where associates have the ability to choose a field of study after completing Level 1.

X. New Business

- a. The Board Retreat will be held on February 11 – 12, 2019 at Pauma Valley.
- b. The Annual Board meeting will be December 9, 2018 at the Jonathon Club in downtown Los Angeles and the Annual Meeting at Wilshire Country Club on December 10th.
- c. Bill Hulbert questioned the possibility of resurrecting the Folds of Honor event on a Section level or throwing our support with a currently successful event. Orange County has an event at Monarch Beach.

XI. Adjournment

The guests were excused at 1:45 P.M. and the board members remained in private session where they discussed and ratified the slate of 2018 Special Award Winners.

Robin Shelton, Secretary

Date