



Carolinas PGA Section Board of Directors Meeting Minutes

Greensboro Coliseum Special Events Center
Sunday, February 19, 2017
12:00 noon

- Officers:** John Marino – President, Paige Cribb - Vice President & Bob Byrnes – Secretary
- Board Members:** Chad Newton, Larry George, Brett Miller, Tom Mason, Josh Wagaman, Rocky Brooks, Jens Klemsche, Marc Lapointe, Donald Clement, Chris Byrd, Mike Mueller & Andrew Shuck
- Absent:** Derrick Garrou, Buddy Lawrence
- Staff Present:** Jeff Abbot, Cory Armstrong
- Special Invitees:** Don Sweeting, Jason Torky (incoming Area VI Director), Bill Hall (incoming Area IV Director), Kelly Williams (PGA District 10 Director), Jason Mengel & Lauren Ries (2017 PGA Championship), Rob Rose, Mike Davis, Marc Isaacson & Collin Jewell

Call to Order

President Marino called the meeting to order at 12:00 noon.

Special Guest Recognition

Jason Mengel & Lauren Ries of the 2017 PGA Championship gave a general overview of the event to be hosted at Quail Hollow Club on August 7-13, 2017. They spoke on corporate sponsorship/hospitality, volunteers, tickets, course redesign, infrastructure, etc.

Approval of Minutes

President Marino asked for a motion to approve the October 10, 2016 Board of Directors meeting minutes. The motion was offered, seconded, and approved.

President's Report

President Marino reviewed his written report and highlighted programs and tournaments being run by the Section and its staff including PGA Junior League Golf, tournaments, and education.

Vice President's Report

Vice President Cribb presented the year end 2016 financial report and the 2017 budget which was motioned for approval, seconded, and approved. The Section reported operating revenue of \$86,551 in 2016. There will be no dues increase for 2017.

Rob Rose from BB&T – Scott & Stringfellow, as a follow-up to Vice President Cribb's report, discussed the investment landscape. 2016 was a year of uncertainty and rapid reaction. The Investment Fund income was up 9.3% for the year which yielded a \$78,057 gain and a year-end balance of \$916,498. This gain was in line with industry benchmarks. The board of directors' approval in October to move additional liquid assets to our investment account resulted in an additional \$1.1 million transfer to BB&T S&S in January, which brings the current portfolio total to approximately \$2,020,000 as of February 2017.

CPGA Accountant Mike Davis, CPA, presented the written Financial Compilation Report and reviewed the Section's assets, liabilities and net assets, revenues, expenses, and cash flow activities.

Secretary's Report

Secretary Byrnes gave his report on the status of the Section's Membership. As of February, there were 1,743 Members and 268 Apprentices in the Section – a total of 17 fewer than this time in 2016. Byrnes also emphasized the importance for all Members to complete the PGA Compensation Survey which is due by March 31, 2017.

PGA Senior Director of Employment Services Don Sweeting referenced an update soon to take place to the PGAJobFinder website. The PGA of America's Employment Consultant team will soon increase by four positions. The Carolinas Section is currently scheduled to receive its own consultant.

Cribb and PGA Employment Consultant Don Sweeting mentioned the importance of the PGA Employment Survey and encouraged everyone to promote it. Sweeting then reviewed the highlights of his written report.

Staff Reports

Executive Director Jeff Abbot discussed his first year as Executive Director. He is very appreciative of the staff effort and is excited about where the Section is going. He reviewed the PGA Section Administration Program and how it will benefit the Section financially and operationally. Tournament checks will not process as quickly; therefore, members should sign up for direct deposit. The Section's Foundation – PGA Reach Carolinas – will be a major focus for 2017.

Tournament Chair Larry George, PGA & Assistant Executive Director, Tournaments & Business Development Cory Armstrong reviewed the 2017 major championship schedule, new partnerships, the Senior Associate Program, Assistants' Association activities, and proposed and received BOD approval on a few amendments to the Section's Tournament Rules & Regulations.

Carolinas PGA Legal Counsel Isaacson and Jewell reviewed the complaint procedures for financial and accounting matters, as well as the Conflict of Interest/Confidentiality Disclosure statement which was issued in writing to all board members. Executive Director Abbot gave an update on the reactivation of the Section's Foundation – PGA REACH Carolinas. The Board voted unanimously to approve Abbot and Marino to move forward in amending any foundation bylaws, and filing any necessary federal or state paperwork.

PGA of America District 10 Director's Report

District 10 Director Kelly Williams reviewed the recent hiring of John Easterbrook, PGA as PGA of America's Chief Membership Officer, a new position. PGA Properties have never been better, both financially and the condition of the courses. Valhalla is undergoing a clubhouse renovation. He discussed Dick Sporting Goods' involvement in PGA JLG. PGA Connect is a program that Williams and his wife launched in Kentucky to connect spouses away from golf courses. Information is on Facebook, and there's more to come.

Area Director Reports

Area Directors' reports were each supplied in writing. Abbot referenced getting Areas heavily involved in the local Drive, Chip & Putt qualifiers.

Committee Reports

All Committee Reports were submitted in writing. Cribb spoke about the Apprentice Education Committee session to take place on the merchandise show floor as well as another session for Women and Networking.

Miller spoke about the increase of PGA H.O.P.E. chapters in the Carolinas.

Abbot reviewed new and returning partnerships, highlighted by Source4 and the new Carolinas PGA Superstore.

New Business

Abbot reviewed the June 12, 2017 PGA REACH Charity Pro-Am at Quail Hollow in which each board member will be asked to field a team. He discussed the launch of a 2016 North Carolina economic impact study which should be completed this summer. Abbot also reviewed a PGA of America pilot program with Bloom to enhance PGA Junior League teams, with a portion of the proceeds to benefit PGA REACH Carolinas.

The board also addressed a recent request from PGA Professionals in Pittsylvania County, Virginia who are currently in the Middle Atlantic Section, but would like the boundaries to be amended for inclusion in the Carolinas. This request must first be approved by the MAPGA before it would come to the CPGA for approval. Lastly, Abbot reviewed important 2017 Board of Director dates.

Old Business

The new Carolinas PGA BlueGolf directory app was discussed. Also, it was noted if tournament prize winners want to receive funds quicker, they should complete the direct deposit form. The 2016 PGA of America Secretary election was reviewed with thoughts toward 2018 funding and candidate prerequisites. Abbot then reviewed the schedule of events for Big Week with pertinent information for the board.

Executive Session

Marino excused staff and non-BOD members from the room to conduct Executive Session.

Adjournment

Marino recognized outgoing board members Brooks and Lapointe for their service to the board. He then adjourned the meeting at 2:43 PM.

Respectfully submitted,



Jeff Abbot
Recorder for Secretary Byrnes