



## Carolinas PGA Section Board of Directors Meeting Minutes

Carmel Country Club – Charlotte, NC  
Tuesday, June 13, 2017 – 9:00 am

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- Officers:** John Marino – President, Paige Cribb - Vice President & Bob Byrnes – Secretary
- Board Members:** Brett Miller, Tom Mason, Josh Wagaman, Bill Hall, Brock White, Jason Toryk, Donald Clement, Chris Byrd, Mike Mueller, Buddy Lawrence, Andrew Shuck and Derrick Garrou
- Absent:** Chad Newton and Larry George
- Staff Present:** Jeff Abbot, Cory Armstrong, Kurt Battenberg, Liz Muroski and Chris Gaines
- Special Invitees:** Don Sweeting, Marc Isaacson, and Collin Jewell

### Call to Order

President Marino called the meeting to order at 9am. Secretary Byrnes conducted roll call.

### Approval of Minutes

Secretary Byrnes asked for a motion to approve the February 19, 2017 Board of Directors meeting minutes. The motion was offered, seconded, and approved.

### President's Report

President Marino gave a verbal report. He thanked Jeff Nichols and Jason Toryk for hosting the meeting at Carmel Country Club and welcomed Brock White who replaced Jens Klemsche as Area V Director. Marino thanked all in attendance for their efforts at the Reach Pro-Am and applauded its success. Executive Director Abbot noted that 75% of the estimated \$250,000 raised at the Pro-Am would go to the Carolinas Reach Foundation.

### Vice President's Report

Abbot presented the Section's finances and reported that the Section was in a sound financial position. He noted that the Section had gone forward with its plan to move more money into its investment fund and to begin putting the investment gains to use starting in 2018 by drawing 4% each year and applying those funds to programs to benefit members.

NC At-Large Director Shuck asked how the Carolinas Section compared to other sections financially. Abbot stated that the Carolinas Section was one of the stronger sections in terms of financial resources and stability.

### Secretary's Report

Byrnes reported that the Section's membership numbers had increased by 32 since February, which was a pretty standard fluctuation for the June report.

### Area Director Reports

There were no verbal updates from Area Directors. Abbot noted that Brett Miller was reelected as Area 1 Director and Mike Mueller was reelected as Area 9 Director. Brock White was appointed by the Officers to replace Jens Klemsche as Area 5 Director because Klemsche accepted a position in another area.

### Committee Updates

Don Sweeting gave a report on employment. He mentioned the department would announce the hiring of four new consultants very soon, including a new consultant that will work exclusively in the Carolinas Section. Sweeting was excited about the department's progress and initiatives to improve marketing, promotions, and communications with an emphasis on Section relations. He mentioned that the department was working on an improved website and new collateral materials to help members. The department will continue to build the PGA brand and provide enhanced opportunities for members.

The Public Relations Committee reported that its current focus was on the PGA Championship and the Section's Foundation. They will launch a new website design within the next month and are also making use of several new tools available from the PGA of America.

The teaching and coaching committee announced that its Fall Teaching Summit is tentatively scheduled at Duke University on November 12 & 13.

The Tournament Committee announced that the Section Championship would have a maximum field of 208 participants and would run a qualifier if necessary. It also announced CPGA Board Members would have the opportunity for advanced registration for the Club Car Pro-Official on October 3<sup>rd</sup> at Grandfather Golf & CC.

The Governance Committee presented a report and outlined the plan to rebrand Areas with names instead of numbers. Each Area will vote on its name either online or at a meeting. The plan is to institute changes in 2018.

### **Old Business**

Big Week Venue Discussion – Abbot reported that he had researched multiple locations for Big Week and found that none could compete with Greensboro for pricing and value. The coliseum offered significant savings for signing a three year agreement and the board voted unanimously to sign it, establishing that Big Week will be held in Greensboro for 2018-2020.

PGA Reach / Carolinas Foundation – Collin Jewell and Marc Issacson reported that they had completed the necessary legal revisions to the Section's Foundation paperwork and that the Foundation was approved to operate and to fundraise. The Foundation hired Jessica Asbury to a one year term as PGA Works Assistant. The Reach Pro-Am was very successful at Quail Hollow and the Foundation hopes to establish the Pro-Am as an annual event to raise money.

PGA Championship – the Section has numerous responsibilities associated with the PGA Championship at Quail Hollow. Abbot discussed the plan to hold Town Hall meetings with PGA of America officials on Monday, Tuesday, and Wednesday during tournament week in the Member Hospitality tent. The Section has over 85 volunteers signed up to help at the Championship and will organize the shifts for those volunteers soon.

NC Economic Impact Study – the study indicates that the golf business has a good deal of leverage in the state of North Carolina with nearly \$4 billion worth of industry. The section supports this study done by the allied golf associations every 5 years. The section's share of the cost was \$3,000.

### **New Business**

Abbot reviewed the current Secretary Election process for the Section and the board discussed possible changes, including providing more time at the Annual Meeting for candidates to speak and the possibility of allowing candidates to create and distribute videos before the meeting.

### **Open Forum**

Liz Muroski mentioned that she was planning to offer social media workshops and could perhaps tie them to Area Meetings.

### **Executive Session**

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

### **Adjournment**

Marino adjourned the meeting at 12:15pm.

Respectfully submitted,



Jeff Abbot  
Recorder for Secretary Byrnes