



Board of Directors Meeting Minutes

February 9, 2016

Location: Home of Liz Gaudet

Present: Natalia Bausback (Finance), Stephanie Brown (Communications), Tara Curley (Member Services), Emily Eklund (Marketing), Michele Endries (Membership Recruitment), Liz Gaudet (Golf Programs), Annette Kahler (President), Emma Maceko (Events)

Key: → = follow-up item

* = vote

Agenda

1. Approval of January 2016 minutes

* Vote to accept: Motion, Endries; second, Curley. In favor: unanimous.

2. Leagues

Gaudet and board members held an extensive discussion about leagues, covering new opportunities, prices and policies for 2016. Gaudet said course fee increases known so far include Schenectady Muni (\$2 per nine-hole round) and Western Turnpike (\$1).

Roughly 146 2015 league members are eligible for early registration on a 2015 “attendance” basis, Gaudet reported, which leaves about 16 open slots in filled leagues. A total of about 30 slots are available in existing leagues, counting slots that never filled. Potential new league slots include the following:

- Stadium can add eight players by teeing off on the opposite nine. (Subsequently the second Stadium Monday league was opened to 12 players.)
- French’s Hollow outside Guilderland will host a new eight-member league.
- Fairways of Halfmoon has offered an increase from 12 members to 16 if there is sufficient interest, which we will do depending on contract terms.
- Schenectady Muni will work with us to add slots on Friday evening if needed.
- The potential for an eight-member league at Normanside in Delmar was discussed. (Subsequent to the meeting it was determined that this league was not a possibility.)

Kahler said she would like the chapter to plan to offer at least 190 slots for league play. Accordingly, we should expand league availability at courses that do not require excessive financial commitment when slots aren’t filled. (The final tally of 2016 leagues totaled 15 with 200 member slots.)

Key registration dates were established:

- Early registration for those meeting 2015 attendance requirements, March 6-19.

- Information about league openings available at Kick-Off event, March 22.
 - Open registration, March 26-April 8.
 - Final round of registration for subs and for people wanting to join second leagues, starting April 12. Registration remains open until leagues are filled.
- The full league schedule for 2016 will be set by Gaudet and communicated by Brown before early registration begins, so those eligible can decide whether they want to change leagues.
- Gaudet will standardize league attendance reporting by captains this year, to enable easier verification for early registration.
- Gaudet will reach out to captains to set a date for a meeting in April before leagues begin play.

The Meet & Greet for league members is set for Monday, April 18, at Stadium; event captains are Christine Powers and Sue Schell.

3. Membership

The Chapter has about 220 members, including four new ones. Endries has been communicating with nine members who lapsed from October 1 to February 1; only one so far has said she won't renew.

The draft membership goal for 2016 in the Chapter Playbook is 230 by the end of the year, Kahler said. This takes into account a 15% attrition rate. We are among EWGA's Top 5 chapters for member retention.

Curley reported that 2015 volunteer reward emails went out, with a cover note asking for expressions of interest in 2016 volunteering.

Member survey: Design is underway by Fact Finders, the firm of former President Mary Ann Keeler. Board members will all receive a draft for review.

4. Social Events

March happy hour will be at City Beer Hall in Albany (subsequently moved a week later to March 10 avoid a downtown event conflict). The Bowling Blast in February attracted 29 participants.

Paint and Sip event has been scheduled for February 25.

Attendance goal is 120-140 for the Spring Kick-off event March 22 at Normanside Country Club. So far the committee and Ekland have recruited four vendors and obtained 11 prizes.

5. Golf Events

Planned dates include:

- Spring Diva Event June 5 at Equinox in Vermont.
- Chapter Championship tentatively set for 7/16 at Van Patten. The chapter budget includes a subsidy for this event.
- Thruway Challenge tentatively set for 8/6, hosted by Central NY chapter.

- EWGA Championship Northeastern Semi-Final hosted by our chapter has a preferred date of 8/20 (could be 8/13 or 8/27). Our local responsibility is to provide volunteers and to serve as “cruise director,” handling social and hospitality aspects of the event. (Subsequent to the meeting, the Championship semi-finals were scheduled for 8/13 at Orchard Creek.)

➔ When event dates firm up, Ekland, Gaudet and Brown will work together on a printed postcard mailing to members.

6. Financials

The chapter has a cash balance of \$38,607. Board members vote online to approve the 2016 budget approval late in January.

7. Next meetings

Tuesday, March 8, at Stephanie Brown’s office/home.

Thursday, April 14, at Tara Curley’s office (two days later than usual so that Kahler can attend).

* Vote to adjourn: Motion, Endries; second, Brown. In favor, unanimous. Meeting adjourned 8:48 pm.