



Board of Directors Meeting Minutes

April 18, 2017

Location: Home of Stephanie Brown.

Present: Natalia Bausback (Finance), Stephanie Brown (Communications), Michele Endries (Membership Recruitment), Liz Gaudet (Golf Programs), Annette Kahler Peter (President), Emma Maceko (Events), Julie Naglieri (Marketing).

Absent: Tara Curley (Member Services).

Key: → = follow-up item

* = vote

Agenda

1. Approval of Minutes

* Vote to accept March minutes as revised: motion, Endries; second, Maceko. In favor: unanimous.

2. Finance

Bausback provided the March financial report and reported that the April 4 Kick-Off Event P&L was not yet complete, but appeared to be as budgeted thanks in part to Pick a Prize raffle proceeds and the chapter's share of the 50/50.

3. Membership

Chapter membership has reached 238. Endries is cross-checking league membership against EWGA membership.

4. Golf Leagues and Events

Chapter Championship. Naglieri reported on promotion plans to begin shortly. She will prepare FAQs, a new document for the promo inventory.

Leagues. Gaudet reported that invoices are being received or prepared for all 10 courses, and all but three of the 17 leagues already have designated captains. Total openings in several leagues have been reduced to reflect actual registration, and Brown will update chapter media accordingly.

Gaudet noted that the Beginner leagues no longer include lessons in their fees because of pushback received about quality and availability of those lessons, but she is concerned about serving new golfers properly. Kahler Peter suggested asking Mary Corrigan to set up clinics oriented toward new golfers (a plan that was later implemented).

Gaudet said she feels overall that this year's league registration went better than 2016's, and she is documenting procedures for her successor. Her main suggestion is to consider adjusting the process calendar, which was tight this year.

Play aRound. Brown reported that the test run at Western Turnpike after the League Meet & Greet drew 28 registrants, although it's not clear how many actually played. She intends to work with Kathleen Hill to do a stand-alone test run in May, then will hold a meeting of event captains to plan the season. It was noted that Cheryl Watts has offered to set up an event at Colonie Country Club, and Jen Shoemaker has offered the same for Troy Country Club, so the program should have access to private courses, too.

Brown asked board members for their thoughts about allowing guests. The consensus was to begin by treating this program as a benefit of membership. As the program evolves, a guest policy could be developed, but venues such as private clubs offering limited tee times should continue to be members-only events.

5. Social Events

Spring Kickoff Debriefing. The fashion show was well received, although the narrative ran a little long, and Sally and Marge were declared "a hard act to follow." Next year's event will need to recruit new captains, and they will have latitude to pick their theme. Gaudet noted that the later date than in 2016 was a factor in tighter timing for league operations.

Happy Hours. Maceko has arranged a June 1 HH at Wolff's Biergarten in Schenectady, which will be the last one until September's at Tala Bistro.

Annual Dinner. Maceko has a contract from Pinehaven Country Club for October 17. She is reaching out to past vendors and welcomes suggestions for new ones.

6. Other Items

- Kahler Peter met with the new member from The Guardian, which has become a national EGWA Championship series sponsor. Ayco, which is based in the region, is reportedly also becoming in EWGA sponsor. As discussed in previous meetings, the directors' consensus was that the chapter must avoid any appearance of favoritism among its many members who work in financial services.
- Officer and director succession planning will be added to the next month's meeting agenda.
- During league season, board meetings usually held on Tuesdays will move to other days to accommodate directors' league nights. The next meeting will be Wednesday, May 17, at Kahler Peter's home.

* Vote to adjourn: Motion, Maceko; second, Endries. In favor: unanimous. Meeting adjourned at 9:00 pm.