



Board of Directors Meeting Minutes

November 10, 2015

Location: 4 Primrose Lane, Loudonville, NY 12211 (Annette Kahler's house)

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

Absent: Emily Ekland (Marketing)

Key: → = follow-up item

* = vote

Agenda

1. President's opening remarks

Kahler welcomed Board members old and new. The Board agenda for the year will include succession planning, insofar as the terms of the president and three board members expire in October 2016. All four can, however, run for office again because they will not have reached their term limits.

2. Board meeting process, recordkeeping, and transparency

Kahler sent an email to the scribes who had taken minutes for the previous Board, thanking them for their service and explaining that this Board will "press pause" on external minutes-taking support. Brown will take minutes for November and December meetings in an effort to devise a process and product that summarizes Board activities to record key information for current and future board members, and report activities to members. Target length is three to four pages.

Brown will circulate drafts to Board members for review and revision before the next meeting and before posting on the Chapter web site. Kahler expects to employ Survey Monkey to conduct Board votes between meetings to accept minutes and occasionally for other motions.

Brown said she will also experiment with creating a summary of Board activities to appear in the Chapter's monthly newsletter and/or on the website.

3. Communications activities and procedures

Brown described communications activities now underway and planned. After a transition session with outgoing Communications Director Sue Delanoy, she is tackling Constant Contact first among the Chapter's various communications channels. Kahler and Curley also know how to use CC. Curley knows a CC specialist who may be able to help with advanced questions.

→ Brown, Gaudet and Maceko will work together to develop guidelines for event captains that include a form for gathering event information and an outline of event communications processes.

→ Kahler will serve as manager of the master Chapter calendar.

➔ Brown will enlist National's help to see if we can enhance the web site calendar post by including links to the pages for each event listed.

4. Events and activities

Maceko began with a recap of the most recent happy hour, at Nine Pin Cider in Albany. There were about 20-25 attendees. The owner would like us to return and offered additional benefits for the next event.

➔ The next Chapter newsletter should mention that happy hour regularly takes place on the first Thursday of the month.

Holiday party— 15 December 2015 at the Albany Pump Station. Maceko distributed three menu alternatives provided by the restaurant, with price estimates based on 60 attendees, and recommended the hors d'œuvres menu. At its October meeting the outgoing Board voted to pay for any room fee up to \$500 and an additional \$1,500 for Holiday Party expenses. The actual room fee is expected to be \$50.

Attendees can make optional donations to the Regional Food Bank of Northeastern New York. Board members were asked to email Maceko with ideas for activities beyond socializing and eating/drinking to enhance the event.

* Vote: Set event fees at \$10 for members, \$15 for guests. Motion, Endries; second, Gaudet. In favor: all present.

5. 2016 golf programs

Leagues: Members have made suggestions for additional leagues. Among existing leagues, Town of Colonie Sunday and Schenectady Muni Friday had low attendance in 2015, and the Colonial Acres course status is uncertain for the coming year. Gaudet will research each situation.

Board discussion topics included the possibility to do "time shares" and "walk-ons" at leagues not fully filled. Ability to use the web site to convey status of such leagues weekly would help.

Other golf programs: Gaudet distributed and reviewed the calendar and event owners to date. Kahler said the December meeting should include a discussion of events that require Board focus, including the March kick-off, the Chapter Championship and other major events.

➔ Ekland will serve as board liaison to the event captain for the Spring Kick-Off, since Maceko will be unable to because of work duties.

6. Membership update

The Chapter has 220 members as of November 6; 1 new, 1 lapsed; 2 November renewals.

Endries and Curley discussed coordination in reaching out to new members. The Chapter will conduct multiple new-member orientation sessions in 2016, continuing to use Western Turnpike as venue, with timing related to surges in signups. The Board needs to set membership goals in relation to the Chapter Playbook due to National in January.

7. Member services

The previous Board budgeted \$1,000 to replenish inventory of EWGA logo-bearing awards and reward items; restocking was accomplished under budget. Transition included handoff of 50/50

raffle tools and accounting to Curley. It was suggested the Board consider investing in a logo sign or tablecloth for event use.

Many members have not yet used their 2014 Volunteer Rewards (another source of the 2015 budget surplus). We will encourage use for the holiday party, and reward expiration may be extended into early 2016.

➔ There was discussion of using the Chapter web site to provide information to members on golf pro teaching capabilities, perhaps in the form of a chat room. Brown will explore with National whether the site has or could obtain a chat room capability.

8. Marketing update

Ekland submitted a memo covering Chapter marketing topics. Because she could not attend, discussion was tabled until the December meeting.

9. Financial report (as of 31 October 2015)

Cash balance as of 31 October is \$39,700. Net income year-to-date is \$3,611. The \$1,800 allocation by the previous Board for 2015 surplus spend-down has not yet been spent. There is \$690 in outstanding Volunteer Rewards.

The new Board is continuing implementation of the Chapter's 2015 budget. This includes the surplus spend-down policy ratified by the previous Board. As reported in the January 2014 minutes: In any given fiscal year, up to 20% of the difference of the chapter's total reserves, less the board-established floor of \$25,000, may be expended by board vote for the support of chapter events and chapter activities that are open to all chapter members.

Any expenditure exceeding or outside the existing Chapter budget requires Board approval. As Finance Director and President, respectively, Bausback and Kahler have check-signing power.

10. 2016 budgeting process and timeline

The 2016 Chapter budget is due to National January 31. To plan for 2016, directors should review planned and actual expenditures. Worksheets are due to Bausback by December 5 for compilation, for discussion at the December 8 Board meeting.

11. Chapter Playbook

2015 Recap completed; 2016 Playbook due 31 January 2016. Directors have received the 2015 Playbook by email, for discussion beginning at the December meeting.

12. Walk-ons

Discussion of a membership survey was tabled until a future meeting.

13. Next meeting

Tuesday, 8 December 2015 at 6 pm in the Albany Convention & Visitors Bureau conference room, 25 Quackenbush Square, Albany, NY 12207, hosted by Michele Endries

* Vote to adjourn: Motion, Curley; second, Bausback. In favor, all present. Meeting adjourned 8:53 pm.