



Board of Directors Meeting Minutes

February 21, 2017

Location: Home of Liz Gaudet

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

Key: → = follow-up item

* = vote

Agenda

1. Approval of Minutes

* Vote to accept January minutes: motion, Brown; second, Maceko. Abstention: Endries (because of absence). In favor: all remaining Board members.

2. 2017 Budget

The 2017 Chapter budget plans for \$82,363 in income, \$85,863 in expenses, and a reserve spend-down of \$3,500 to subsidize events available for participation by all members.

* Vote to accept budget: motion, Endries; second, Gaudet. In favor: unanimous.

3. New EWGA Relationship With Guardian

Kahler reported on her phone conversation with Lisa Becka of EWGA headquarters about the organization's new relationship with the Guardian Wealth Advisory Group. Guardian sponsored the EWGA Cup match play competition for one year, and there is sponsorship money left over for other usage. National intends to allocate these funds to a Chapter Championship pool that will be distributed to chapters based on growth.

Guardian's relationship with EWGA also includes paying for local representatives to join Chapters. Board members expressed concern about fair treatment of current members who are financial advisors.

→Kahler to invite Christine Smith, the Guardian Financial Representative who has joined our Chapter, to lunch and offer her the standard set of Chapter sponsorship opportunities available to all members.

4. Chapter Championship

Naglieri and Sandra Osborne volunteered to co-chair this event, with Naglieri serving formally as tournament director. After contacting numerous area golf clubs and courses,

she reviewed potential budgets for six facilities with the Board. Subsidizing the event fee with a portion of the reserve spend-down will keep the cost to members under \$100.

After discussion, Board consensus centered on selection of Western Turnpike or one of two private clubs, Edison or Pinehaven. Any arrangement with a private course must include the opportunity for registrants to play a practice round.

(An agreement was subsequently forged with The Edison Club.)

5. Golf Leagues and Events

Leagues. Gaudet reported that Capital Hills and Van Patten, two of our most popular league venues, have offered the Chapter attractive terms for adding second leagues. With continuation of all existing leagues, this will bring the Chapter offering to 17.)

Orchard Creek members are discussing a suggestion to lessen the handicap requirement, to attract more members and subs.

→ Gaudet and Brown will work to announce the full schedule of 2017 league offerings March 10. (Subsequently changed to the week of March 13.)

League Meet & Greet. This event for league members and subs will be co-captained by Endries and Curley at Western Turnpike in late April. After discussion, a preference for Saturday morning emerged. (The event was subsequently scheduled for April 22 from 10:30 am to 1 pm, with a possible clinic and tee times afterward.)

New Member Orientation. Endries said she wants to schedule this event after the Kick-Off, which usually yields several new members, and before the League Meet & Greet. Board members agreed to postpone the April meeting one week so this event could take place on Tuesday evening, April 11, at Western Turnpike.

Thruway Challenge. The Rochester chapter will host this event outside Syracuse, at Kanon Valley Golf Club, for a central location.

→ Gaudet will recruit a local contact for participants or serve in that role herself. To better identify Chapter participants, Brown will collect registrations locally instead of providing only a Rochester chapter link.

6. Social Events

Spring Kickoff. Planning is well underway for this April 4 dinner at Wolfert's Roost Country Club. The theme is golfing in style; five members will model three golf outfits each. Board consensus was to provide a subsidy sufficient to limit the event fee to \$30.

→ Brown will include volunteer signup in the event registration form.

Paint & Sip. Set for Saturday afternoon, March 24.

Happy Hours. No HH in April because of the Kick-Off event. Maceko is trying the Chapter's first Friday HH on May 5 at Saratoga National. November HH moved to the 11th.

Holiday Party. Will take place at Wolf's 111. (No HH in December.)

7. Additional Topics

- Chapter membership continues strong, reaching a wintertime peak of 232. (Kahler subsequently provided an analysis of Chapter and National membership numbers and growth rates.)
- Curley is preparing 2016 Volunteer Rewards to go out by email.
- Brown will prepare a Newsflash highlighting the Kick-Off event and updated league offerings and registration schedule.
- Kahler and Naglieri are preparing a postal mailing to members including a State of the Chapter Report, Kick-Off card, and Chapter event calendar.

* Vote to adjourn: Motion, Endries; second, Naglieri. In favor: unanimous. Meeting adjourned at 9:05 pm.

Upcoming meeting locations: March 14, Kahler's home. April 18, Brown's home.