

Board of Directors Meeting Minutes

October 2, 2018 5:30pm

Location: Home of Stephanie Brown

Present: Natalia Bausback (President), Stephanie Brown (Communications), Michelle Burton (Golf Programs), Michele Endries (Membership Recruitment), Emma Maceko (Events), Julie Naglieri (Marketing), Christine Kelly Powers (Member Services), Katie Vitello (Finance)

Key: → = follow-up item

* = vote

Agenda

1) Minutes

* Vote to accept September minutes: motion, Powers; second, Brown. In favor: Unanimous.

2) Vote on purchase of logoed items

Prior to the meeting, a vote was held via email to purchase items with the new LPGA Amateur Golf Association logo. We need to build up our inventory of logoed items since after October 31st we will no longer be able to distribute the EWGA items that we still have in our inventory.

* Vote to purchase logoed items from Xact Expressions totaling \$1,290 plus tax and shipping: Unanimous.

3) Social Events

The takeaway gift for the Annual Dinner will be a divot repair tool with a logoed ball marker. Xact Expressions didn't have enough of the small personal item bags that had been our first choice for the takeaway. For the Milestone Awards, the 5-year recipients will receive ball markers and fancy pens, the 10-year recipients will receive golf towels, and the 15-year recipients will receive the small personal item bags. We have several 20-year recipients who will receive the large bag tag with the new logo. There are no 25-year recipients this year.

We may have one additional vendor for the Annual Dinner. Melissa Taylor, a new member who sells for Thirty One Gifts, is interested.

Maceko is working on the Annual Dinner program with Cathy Billa, who is donating her services. A big part of the program is recognizing volunteers. All members who volunteered during the year will have their names in the program. Maceko will confirm the registration deadline with Shaker Ridge. Generally the deadline is about a week before the event. Previously there was some leniency in adding people at the last minute when the dinner was held at Shaker Ridge two years ago.

Annette Peter, the 2016 Founders Award recipient, will be doing the Founders Award presentation.

The incoming Social Events Director, Janine Dowling, will be handling the October Happy Hour. She is looking at Wednesday, October 17th at Recovery Room in Guilderland. Recovery Room has been a regular sponsor of our Chapter and we try to have at least one Happy Hour there each year.

The Holiday Party will be Wednesday, December 5th at 5:30pm at Wolf's 1-11, the same venue a last year. We will probably be in the same room we were in last year. The room is already decorated so we do not need to plan for decorations.

4) Golf Events

Bausback reported that 11 leagues were represented at the League Challenge. The event went very well and no complaints were reported. The pace of play was very good, at under 4 ½ hours, and lots of our remaining EWGA merchandise was given out as prizes and goodie bag fillers.

There was not much interest in the Open Scramble. It was discussed that possibly we should re-separate the League Challenge and Open Scramble (formerly Final Putt). Members may be interested in a format other than 4-person scramble for the Final Putt. Perhaps we could try a 2-person better ball.

Powers sent out invitations to new members for the upcoming PlayARound at Mill Road. We also have a number of experienced players who have signed up. Powers reported that the course has been very receptive of and welcoming toward this event.

5) Financial Report

Vitello reported that the League Challenge came in with a net loss of \$1,969, which was \$169 over the budgeted \$1,800 subsidy. The Annual Dinner has a budgeted subsidy of \$1,000 but initial projections are that it will be approximately \$630 over budget.

The total budgeted net loss for the year was \$2,500. Current projections are for a total net loss of \$5,000 to \$5,500, meaning that we will be over budget by \$2,500 to \$3,000.

6) Board election results

Election winners were as follows: Bausback for President; Endries for Marketing Director; Naglieri for Golf and Special Events Director; and Dowling for Social Events Director. Maceko and Dowling held a transitional meeting for the Social Events Director position. Survey Monkey worked well for this year's voting.

7) Sponsorship

Naglieri met with Northway 8 to discuss sponsorship. They don't have any money left for sponsorship this year but may be interested in next year. They are independently operated so it would make sense for us to have a relationship with them. They can't do an across-the-board membership discount for their merchandise, as there is too much competition from online merchants. Perhaps there could be some way to partner with them for #inviteHER, as a way to encourage women to take up golf. We could really use a place to refer beginning golfers to as a way of getting started.

A general discussion ensued about how our Chapter could do more for beginner golfers. Currently we have the beginner leagues at Mill Road and clinics at various locations, but the general sense is that more could be done in terms of programming. We would need something that would be available year-round, not just in the spring, as we receive interest year-round from women who are interested in taking up golf and don't know how to get started. Perhaps we could develop a relationship with an indoor facility such as NexGen in Latham and offer to pay bit extra to have a beginners' series available on a rolling basis. It could be the first thing new members are offered.

It was noted that the Pheasant Hollow pro also offered a free clinic to members this year which was well-received. Western Turnpike and Stadium are other courses that have had successful clinics in the past. The golf mentoring program, which we plan to bring back in 2019, should also be helpful with recruitment and retention of beginner golfers.

8) Board Meetings

Upcoming meetings are tentatively scheduled for the second Tuesday of each month, which means we would meet on November 13th, December 11th, January 8th, February 12th, March 12th and April 9th. Stephanie will host the November 13th meeting.

* Motion to adjourn: Bausback. Second: Brown. In favor: Unanimous. Meeting adjourned at 7:47pm.