

Michigan Golf Course Superintendents Association
29 & 30 March 2007 meeting minutes

The meeting was called to order at 9:12 am on Thursday March 29th at the Michigan State University Center for Executive Development in East Lansing by President Morris.

Those in attendance were: President Mike Morris, Vice President Mike Mulkey, Secretary/Treasurer Rick Hakken, Dan Bissonette, Kirk Carls, Ron Dahlin, Tom Mason and Scott Pulaski, with Steven Randall of the GCSAA present as a guest.

The agenda for the meeting was reviewed, a grammatical error was adjust and adopted.

The minutes from the February 8 & 9 meeting were reviewed; a grammatical error was adjusted and the minutes were approved as written without additional comment.

The President outlined his goals for this 2 day meeting which included finalizing the work already started on the Mission Vision and Goals, By-Laws, Articles of Incorporation, Development of a working Budget, Having an Industry Partner Plan in place and Development of Working Partnerships with the Allied Associations of our industry, most notably the Michigan Turfgrass Foundation along with work on new business that included how to get the messages from the President in the hands of all the current members of the Districts and development of a working Transition Plan which will include a 'check list' for the boards of each current Michigan Chapter to help in the transition to the MiGCSA.

A plan was developed to have the 4 current Michigan Chapters send a letter to each of their members which will include:

- a) A bullet point list of the 4 Press Releases from the President,
- b) Notification of the upcoming vote,
- c) An appeal for discussion from the membership on any issues of concern.

A bullet point synapses of the press releases will be formulated by the President and distributed to the 4 districts.

Concern was raised by Mr. Mason about how we keep "the creative juices flowing" from the board now that the golf season in Michigan has begun. Board Members have been asked to participate in an e-mail chain which will include a response within 24 hours to matters posed to the board. This combined with the use of Web Casting offered by the GCSAA will be the primary means to keep the flow of information and completion of the items included on the time line on track. The President felt that another meeting of the Board of Directors should take place in April and discussion of the matter was set for later in this meeting. The President charged each member of the board to offer information to their constituents when ever the chance presented itself, especially at meetings or fundraising events when a large group would be present.

Steve Randall reminded the board that part of his job description as a GCSAA Chapter Liaison included meeting with constituents of each chapter and that it was well within the realm of this mission that he attend a meeting of each of the current chapters to present the ideas and plans of

the MiGCSA as a function of the GCSAA. It was decided that he would try to attend and participate in the May 14th Joint meeting of the Western/Mid at St. Ives, the June 19th NMTMA MTF Fundraiser at Hawks Eye and the July 23rd Joint meeting of the Greater Detroit/Mid Michigan at Oakhurst.

The discussion continued on the why and how of the 501c3 and 6 designation of the MiGCSA. Dan Bissonette led a spirited discussion on the possibility of using the Michigan Turfgrass Foundation for the MiGCSA "Foundation". It was decided that to hold a 501c3 designation for a MiGCSA Foundation would be an asset that would be best kept in the control of the MiGCSA regardless of the campaign that would be needed to start a new 501c3 or convert an existing one held by a current Michigan Chapter. Mr. Dahlin reported on his recent conversation with Mr. Dan Church about current and future 501c3&6 issues. Mr. Church was firm in his conviction that the MiGCSA use a current 501 designation held by the Greater Detroit Chapter before it pursue a new one. He felt that it would be less labor intensive and a more efficient use of time to have a current chapter amend their By-Laws and become the MiGCSA that to start the process new and see it thru to fruition.

A thorough review of the By-Laws was conducted and after minor changes they were adopted. It was agreed that Mr. Dahlin would forward the final version to Mr. Dan Church, legal council for the GCSAA, for his review and comment along with an initial version of the Articles of Incorporation for the MiGCSA.

Articles of Incorporation

Article I

The name of the corporation is:

MICHIGAN GOLF COURSE SUPERINTENDENTS ASSOCIATION

Article II

The purpose or purposes for which the corporation is organized are:

- a) **To provide leadership for Golf Course Superintendents and other golf industry partners on the economic, environmental and recreational vitality of golf in Michigan.**
- b) **In general, to have all of the powers conferred upon a corporation by the laws of the State of Michigan which are consistent with the Certificate of Incorporation and the By-Laws of the Corporation.**

Article III

1. The corporation is organized on a **NON STOCK** basis.
2. non applicable
3. a. If organized on a nonstick basis, the description and value of its real property assets are: **NONE**
b. The description and value of its personal property assets are: **NONE**
c. The corporation is to be financed under the following general plan: **DUES**
d. The corporation is organized on a **MEMBERSHIP** basis.

Article IV

1. The address of the registered office is: **17496 Fruitport Road Spring Lake, MI 49456-1877**
2. not applicable
3. The name of the resident agent at the registered office is: **Kirk Carls**

Article V

The names(s) and address(es) of the incorporator(s) is (are) as follows:

Mike Morris, CGCS 543 Bellow Ave. Frankfort, MI 49635-1575

Mike Mulkey, CGCS 8399 Commerce Road Commerce Township, MI 48382-4407

Rick Hakken 1022 Clubhouse Drive Lake Isabella, MI 48893

The discussions of the Articles of Incorporation lead to a decision, based on conformity, of which address to use for all initial documents. It was decided that the MiGCSA will use the address at Spring Lake Country Club 1749 Fruitport Drive Spring Lake, Michigan 49456-1877c/o Mr. Kirk Carls as the official address until such time as the Board deems appropriate to change. Mr. Carls will pursue a business checking account for the MiGCSA.

A review of the Industry Partner Plan from the minutes of the previous meeting along with information gathered from the GCSAA Web Cast held on March 20th was used to build on the discussion of an Industry Partnership Plan.

Industry Partnership Plan, Plan of attack was defined as:

We want to have an **Industry Partnership Plan** that is customized to meet all of our partners needs.

The MiGCSA will facilitate for Industry Partners the content, accreditation and scheduling of events and will be the primary contact for our membership.

The **IPP** is:

- a. A major revenue generator for the association.
- b. An investment by **IP's** in the Michigan golf industry.
- c. The MiGCSA provides marketing opportunities for the **IP's**.

The **IPP** will:

- a. Make our Partners investment dollars more effective.
- b. Strive to make MiGCSA members better customers of our Industry Partners.
- c. Improve and Focus Partner outreach/marketing.
- d. Lead to superior member services.
- e. Provide an opportunity for **IP's** to become market leaders.

Key Questions to answer are:

1. How do we go about informing our partners of this investment opportunity?
 - a. News update from President Morris, April '07.
 - b. GCSAA staff and MiGCSA officers initially present to major **IP's** (≈ 20) with 1 on 1 meetings in August of 2007.
 - c. The Managing Director & Officers will follow up with other **IP's** & continue work on sales in October & November of 2007.
2. What are the key components?
 - a. Determine potential **IP's** and target levels.
 - b. List all areas and all places to sell/market (access points).

- c. Establish price points for Sponsorship w/ details (include ala cart).
- d. Target for startup is \$140,000.
- e. Managing director needs to be involved, timing is a key issue, package can be enhance or modified in the future.

The top 25 MiGCSA Industry Partners from 1.b. above were identified as:

Agrium, Automated Irrigation Supply (AIS), BASF, Bayer, Boylan Golf Cars, Commerce, Ellis Sales, Inc., Fairmont Minerals, Floratine, FlowTronics, Great Lakes Turf, Grigg Bros, Huggett Sod, Michigan Golf Cars, Michigan State Seed and Solutions, Osburn Industries, Spartan, Syngenta, Tri-Turf Soils, Turfgrass Inc., UAP, US Golf Cars, WaterTronics, Weingartz & WF Miller.

Other possible industry partnerships with the MiGCSA were identified as:

Ace Hardware, Andersons, Aquatrols, Arysta Life Science, Auto Value, Auto Zone.
 Becker Underwood, Becks Sod Farm, Bernhard and Co, Best Sand, Billygoat, Bobcat, Buffalo Blower.
 C.J. Collein and Associates, Carquest, Clark Mosquito Control, Clearys.
 D G Irrigation Inc., Davey Golf, Deep Roots Aerification Services, Dow Agro Sciences.
 Eagle One, Earth Services and Supply, Echo, Etna (pipe), Evergreen Water Control Systems, Exmark.
 Flex-Stake, Folley Grinders.
 Giant-Vac, Golf Course Builders and Architects, Great Lakes Bentgrass Inc., Great Lakes Golf Products, Gropower.
 Harrells (Agro?), Harrells, Hellena, Home Depot, Honda, Hunter, Husqvarna.
 Irrigation consultants.
 Jerry Matthews & Design, John Deere Landscapes, John Deere.
 Kohler Engines, Kubota.
 Landpride, Lastec, Lebanon, Lowes.
 Manderly Sod Farm in Canada, Markers Inc., Milorganite, Motorola.
 Napa, Northern Tool & Equipment.
 Outdoor Power Equipment.
 Par Aid , Pathco Inc., Phoenix Chemical, Plant Nursery's, Presitge Flag, Prime Turf, Progressive Turf Equipment Inc.
 Quali-Pro.
 R & R Products, RainBird, Red Max, Reith – Riley Asphalt Company (out of Indiana), Rhino.
 Sand Sales, Simplicity, SipCam, Smithco, Standard Golf Products, Stihl,
 Superintendent Video Workshop.
 Takeuchi, TCI, Textron, Theilen Turf Irrigation Inc., Toro Irrigation, Toro Snapper,
 TORO, Treeman Supply, Troy-bilt, Tycrop.
 U.S. Sand and Stone, Us Golf Cars.
 Yamaha.
 Along with Golf Course Construction Companies – 3 per district, Landscape and Nursery Companies – 10 per district, Tree Services – Come up with 3 per district and Sod other Company's.

Access Points for the **IP**'s were identified as:

Golf

12 Golf outings (including District Championship) Hole in one events, tee sponsors, etc.
State Championship, 4 Golf Fund Raisers Events, Superintendent/Vendor Golf Events,
Youth Golf Event, Special Olympics

Social Events

Christmas Party, Bowling, Tiger Game, GIS Hospitality 09, Sponsorship of Information Kiosk at
GLTE

Educational Events

Northern Mini Conference, Western Spring Round Table, Greater Detroit GCSAA Events,
Allied Associations Seminars for Decision Makers, Member/Industry Surveys

GLTE:

- A point of contact
- Sponsorship of reception

Awards

Scholarships and Awards, Distinguished Service Awards, Volunteer of the Year Awards,
Writing awards

Communications

Target Marketing, Speakers Bureau

Web Publication:

- Use Company Logo in body of text

Print Publication:

- Quarterly Newsletter (possible partner with GAM, MTF NewsNotes?)
- Meeting Flyers
- Vendor Directory (Resource Issues)
- Vendor and Member Profiles (w/ Course or Business)

Forum on Web Page

Vendor sponsored Membership Events Calendar

Membership Directory (w/ consideration with MTF)

Merchandise

Golf Balls with Company Logo, Tee Towels, Coffee Cups, Water Bottle in Cart at event,
Hats and Shirts for course staff, Ball mark repair tool with instructions and a company logo on it

Steve Randal was asked to take the IPP and the Points of contact to the GCSAA Marketing
Department for their review and recommendations.

A recess was called by the President at 6:28pm.

The meeting resumed at 8:10 on the 30th of March in the banquet room of Forest Akers West
Golf Club. Those in attendance were: President Mike Morris, Vice President Mike Mulkey,
Secretary/Treasurer Rick Hakken, Dan Bissonette, Kirk Carls, Ron Dahlin, Greg Pattinson and
Scott Pulaski, with Steven Randall of the GCSAA present as a guest.

President Morris led a review of the Mission, Vision and Goals and after reordering the bullet
points of the Vision Statement a motion was made by Mr. Dahlin that "We adopt the Mission,

Vision and Goals Statement as written". This was seconded by Mr. Bissonette and adopted without dissensions. They are as follows:

Mission Statement

To provide leadership for Golf Course Superintendents and other golf industry partners on the economic, environmental and recreational vitality of golf in Michigan.

Vision Statement

Michigan Golf course Superintendents Association members will be consistently recognized as:

- crucial to the economic vitality of the facility
- key to the enjoyment of the game
- clear authorities on issues related to golf course management
- professionals working to enhance environmental stewardship locally, regionally and nationally
- actively advancing the profession
- innovators in communication, education and business management
- leaders among golf industry partners
- actively participating in the betterment of their communities
- professionals belonging to an inclusive organization that embraces a diversity of ideas and people

Goals

- A. Establish a functioning statewide organization of Golf Course Superintendents in Michigan.
- B. Provide an efficient and effective delivery of member services.
- C. Maximize the strengths of our members throughout the state.
- D. Provide leadership and representation for the Golf Course industry on issues involving superintendents and their facilities.

Mr. Pulaski asked that we conduct a review of the 501c3 plans for the MiGCSA and the major talking points were:

- Why do we want a 501.c3?
 - Tax implication
 - A holding place for research monies and scholarship money
 - Member benevolence
- How do we do this efficiently?
 - Apply for a new one
 - Use an existing one (Greater Detroit has one)
 - § Why do this? Already in place and ready for a transfer leads to efficiency.
 - § Is this perceived as neutral? Political concerns?

A Transition plan for the current Michigan Chapters was discussed along with a needed checklist of things to be accomplished. The Transition Plan is as follows.

- Statewide Vote
 - Will occur 1 August 2007
 - Finished product information to be distributed to current members.
 - Conducted by an independent organization (impartial) Mr. Bissonette will search out qualified organizations.

- We desire a 2/3 yes vote for passage to show resolve
 - § If a no vote is given, stop and plan for education and vote again.
- Statewide districts agree to dissolve 1 December 2007 and join the MiGCSA
- Reception at GLTE to kick off the new statewide MiGCSA, kiosk, information to members etc.
- What happens to the existing \$ in the 4 districts
 - § WMGCSA the money is not really ours it belongs to the membership and it should go where they are members MiGCSA.
 - § NMTMA & Mid Michigan see above.
 - § MiGCSA board view is that it is up to the local boards to decide.
 - § Greater Detroit view will be set when they vote to accept the MiGCSA By-Laws is complete.
 - § Legal issues on dissolution of organization?
- Use an existing 501c3&6.
 - Greater Detroit board agrees to this and asks the membership to adopt the bylaws, articles of incorporation and name offered by the MiGCSA. Accepted pending the statewide vote of approval of the MiGCSA effective 1 December 2007.

What happens at the local level at this point?

- A committee structure has been formed called the “District Committee” which will be responsible for:
 - Defining the education requirements needed locally
 - Bringing new leaders to the forefront
 - Deciding on social and golfing events desired on the local level
 - Deciding on the fund raising events
 - Turning over the day to day operations of holding the above items to the central management of the MiGCSA.
 - Retaining the local flavor that exists today.

What is the role of the Industry Partners?

- An appointed (non-voting) position on the Board of Directors.
- A voice from the field.
- Part of the Industry Partner Committee.
- Has a vote as a member of MiGCSA (except for board).

Guests were welcomed to the board meeting at 10am. The invited guests were Mr. Jeff Holmes, CGCS President of the **Western Michigan Golf Course Superintendents Association**, Mr. Paul Galligan President of the **Northern Michigan Turfgrass Managers Association**, Mr. Adam Ikamas of the **NMTMA**, Mr. Jim Atchison of the **NMTMA** and Mr. Tom O’Connor, CGCS of Forest Akers Golf Club. A 2 year Pro-Forma Budget was presented, reviewed and discussed by all in attendance. All membership categories that hold the ability to cast a vote will be charged \$75 for a yearly membership and all others that do not include the ability to cast a vote will be charged \$50 for a yearly membership. It was decided that this would be the main agenda item for the next meeting of the Board.

After a short break and then introductions of all in the room, President Morris presented a informational slide show which included the following topics:

10 things that the MiGCSA can do for you

1. Provide higher level of professionalism and member programs.
2. Facilitate a better use of everyone's time and resources.
3. Share each other's challenges and benefit from each other's strengths across the State of Michigan.
4. Develop leadership at all levels.
5. Create a win-win relationship with industry partners.
6. Provide the resources to make educational, golf, and fund raising activities more successful.
7. Become a single, powerful voice in advocacy issues, philanthropic activities, and fund raising efforts, at the state and national level.
8. Set high standards for golf course superintendents and associations, nationally, for the good of the game and our profession.
9. Have the resources to hire professional staff with experience in corporate management, communication, and marketing.
10. Meet the GCSAA goals for achieving chapter effectiveness

MiGCSA Progress to date.

- § We have drafted the associations Mission, Vision & Goals.
- § We have outlined a Governance Plan (Board Structure, Term Limits, and Voting).
- § We have established Local Districts for board and committee nominations, loosely based on our existing local GCSAA chapters.
- § We have drafted the association's Constitution, By-Laws & Membership Classifications.
- § We have enacted a strategy for Communication that is aimed to reach everyone and to keep everyone updated on this group's progress.
- § We have identified the Major Committees that will be needed, including the "District Committee" which would function in place of your current local chapter board.

MiGCSA Work Ahead.

1. Finalize Committee Descriptions, Goals and Objectives.
2. Draft Standard Operating Procedures for the Board and Committees.
3. Complete the necessary paperwork to become a registered 501C6 & 501C3 organization.
4. Develop a Transition Plan for Local Chapters and the MiGCSA.
5. Finalize a Business Plan that includes:
 - Establishing a Dues Structure
 - Identifying Start-Up Costs
 - Finalizing a Budget Proposal with Account Descriptions
 - Finalizing a Plan for Industry Partner Revenues
 - Setting up Bank Accounts
6. Update our Timeline that includes:
 - Continued Communication

- Unveiling and Explaining the Finished Product
- A Statewide Vote to Adopt MiGCSA
- Interviewing and Hiring an Executive Director/Management Company
- Meeting with Key Industry Partners to Introduce Opportunities That are Available for Them.

Your MiGCSA - What you can do.

- § Visit www.nmtma.org for news and forum
- § Communicate your thoughts and concerns
- § Stay Involved
- § Contact your local MiGCSA directors:
- § Cast Your Vote

A review of MiGCSA the “Finished Product”

1. Mission & Vision (done)
2. Association Goals (done) and Objectives (to be designated by the committee and ratified by the Board)
3. Standing Committees (done): Goals and Objectives for Each (to be designated by the committee and ratified by the Board)
4. Articles of Incorporation and By-laws (done, pending review by legal council)
5. Budget (Primary agenda items for April meeting)
6. 501 Filing, Address, Banking (currently being accomplished)
7. Governance Plan, including Competencies and Responsibilities
8. Transition Plan: Local Chapters (done)
9. Partnership Plan: MTF (next important item)
10. Request for Proposal/Duties and Job Description and Contract: Association Management Company (preliminary work started)
11. Statewide Vote: Ballot, 3rd Party Administration Agreement

Checklist for Transition

MiGCSA Board members will:

- Assist with communications.
 - Steve Randall at Golf outing/meetings.
 - Send out Presidents power point second week of April as a mailing.
 - Notice of statewide vote in June 2007 w/ final product package.
 - Check for list of active members w/ entitlement to vote prior to 15 June.
 - Members will be able to vote for only ONE district regardless of number of memberships included in. Dependent on the current boundaries.

District Boards Meet:

- To act on statewide vote results.
- To act on dissolution/merger effective 1 December 2007.
- To set up district committee, and form succession plan (Minimum of 3 Board members and 3 additional committee members)
- To delivery of accurate membership list with physical address to the MiGCSA Board by 15 June 2007.

- To complete contractual and financial commitments by 31 December 2007 with notification to MiGCSA.
- To liquidate investments and prepare for financial transfer.

Greater Detroit Board will meet:

- To notify members of vote on Name Change, Articles of Incorporation & By-Laws Change, which is contingent on passage of statewide vote, (14 day minimum) (2/3 majority needed for passage) with packet of information **early April**.
- The above to be effective 30 November 2007.
- To review plans with current accountant.

The President asked those present how they felt that their constituents would vote if the voter were held today.

- § NMTMA = 90% in favor
- § WMGCSA = 100% in favor
- § Mid Michigan = 100% in favor
- § Greater Detroit = 80% in favor

Work then moved to refinement of the MiGCSA development Timeline and included input from the guests.

MiGCSA Timeline through 2008

(The following are *suggested* as benchmarks):

- i) March 2007—Finalize By-Laws and Mission, Vision & Goals.
- ii) March 2007 – Meet with District Board Presidents and officers to update.
- iii) April 2007—Set up bank account w/ start-up funds from chapters.
- iv) April 2007 – District and MiGCSA By-Laws to Mr. Church for review along with Articles of Incorporation.
- v) April 07 – Provide district boards with information packet and checklist.
- vi) April 07 - Notification of By-Laws and Name Change vote to Greater Detroit districts.
- vii) April 2007— Build Requests for Proposals for Management Company.
- viii) May 07 – Greater Detroit vote on above.
- ix) June 07 – Notification of statewide vote along with the final product plan (are your dues paid?).
- x) June 07 – Update from districts on eligible vote.
- xi) June 2007—Finalize ballot and notify memberships of vote.
- xii) **August 1 – Vote on MiGCSA** (independent organization, by mail).
- xiii) August – Officers meet with major Industry Partners and introduce available opportunities.
- xiv) Sept-Nov – Follow up with Industry Partners.
- xv) Sept-Nov – Interview and hire Management Company.
- xvi) November 2007 – Industry Partnership Plan revenue stream begins.
- xvii) 30 November 2007 – Shift in Name and By-Laws of Greater Detroit.
- xviii) 1 December 2007 – Dissolution of district 501c6.
- xix) January 1, 2008—MiGCSA becomes official State Association.
- xx) January 2008— Inauguration, Annual Meeting, and Reception at GLTE
- xxi) February 2008—Initial MiGCSA Bi-Monthly Publication.

President Morris moved to the discussion to the initial discussion of “Logos and Branding”. Mr. Randall presented a new logo that the marketing department of the GCSAA had developed to the board for their comments. It was felt my most that while the logo had a clean look to it, the GCSAA was too prominent and the MiGCSA was not presented in the manner that did it justice. Mr. Randall will take these recommendations back to the Lawrence office for revisions and will report back at the next meeting. It was felt that anything will be looked at during this initial discussion of logos even any submitted for review whether they are original art work or a modification of an existing appropriate logo.

The President and the Board thanked those invited guests for taking time from their busy schedules to attend this meeting and invited them to contact any member of the Board should they have any questions or comments about the formation of the MiGCSA.

Discussion turned to the next meeting of the MiGCSA Board. It was decided that a move to have the next meeting at Tree Tops Resort might be good to spread the travel around a bit. The agenda will be set by the President and will include the review of an initial **Request For Proposal** developed by Mr.’s Carls and Randall and to be presented to a select list of Management Companies along with a review of the initial budget.

The meeting was adjourned at 3:22 pm.

Respectfully submitted,

Ron Dahlin, CGCS