



Michigan Golf Course Superintendents Association
Board of Directors Meeting
2 November 2007
Sheraton of Lansing, Michigan

The meeting was called to order at 12:27 am on Friday, 2 November 2007 in the Cord Room at the Sheraton of Lansing, MI by President Morris.

Those in attendance were: President Mike Morris, Secretary/Treasurer Rick Hakken, Past President Dan Bissonette, Kirk Carls, Ron Dahlin, John Fulling, Mike Mulkey, Greg Pattinson, and Scott Pulaski along with Board members in training Brian Durant (Detroit District), Paul Galligan (Northern District), Adam Ikamas (Northern District). Guests Brian Wingerd and Steven Randall of the GCSAA were present along with Mr. Donn Eurich, Vanessa Crocetto, Jenny Fedewa, Nancy Hawkins and Donna Devereaux staff Eurich Management Services.

The Agenda for the meeting was provided by the President:

- 1) Presentation and Discussion of MiGCSA Industry Sponsorship Program with Brian Wingerd Account Manager with GCSAA, and “Focus Group” update from J. Fulling and Donn Eurich.
- 2) Minutes from October 5, 2007 meeting at Eagle Eye
- 3) Old Business
 - a) GCSAA Delegates Report
 - b) EMS Update: Transition Plan (see assignments 10 / 5 minutes)
 - c) Report from committee chairmen: (see assignments in 10 / 5 minutes): comments and questions. Chairmen submit progress report electronically to R. Dahlin for compilation.
 - d) Annual Meeting and “Michigan Room” at GLTE—Progress Report: rooms, invitations, sponsors, presentation of “Distinguished Service” from each District, scholarships (?) and etc.
 - e) FM Membership: Plan of Action for 2008
 - f) Other Old Business
- 4) New Business
 - a) Distribute October 2007—December 2008 Budget and Account Titles for approval
 - b) MiGCSA Informational Brochure
 - c) Set Next Meeting Date—Strategic Planning Session
 - d) Other New Business
- 5) Adjourn

1) Discussion of MiGCSA Industry Sponsorship Program

Brian Wingerd, Account Manager for the GCSAA, explained the GCSAA’s new Partnership Recognition Program, its development, fundamental philosophical shift as it related to past fundraising efforts and developmental time line of 18 months. Mr. Wingerd went on to explain

how the developing MiGCSA Industry Partnership Program and GCSAA Partnership Recognition Program are very close to each other when looking at structure and assets available. Both are used to match level of support to level of recognition by the organization. It has been found that 5 to 10% of the companies participating comprise the top level, 60% of the companies comprise >50% of the total funding raised and 30 to 35% comprising the remainder. It was felt that this ratio found at a national level would be mirrored on the state level providing an anticipated financial giving rate of \$50,000 for the top tier, \$90,000 for the second tier and \$40,000 for the last level in 2008, once the Industry Partnership Program is initiated. Mr. Wingerd strongly suggested that we define ways to find out what our investors wanted to see in their giving program along with ways to continually gauge the progress and future needs of our investors. He felt that the MiGCSA is over half way to the completion of our goal of developing and implementing our IPP but needs to immediately form a focus group which will place a value on each asset that will be offered to our Industry Partners. It was also felt that the most important thing to do when developing this program is to find ways for our Industry Partners to be able to spend face-to-face time with their clients (i.e. Superintendents). Before leaving to catch a flight back to Kansas, Mr. Wingerd made clear that he was more than willing to help in any way that he can to help make the MiGCSA Industry Partnership Program a success and suggested a follow up Web Cast to further discuss the aspects of this program. It is apparent that many other chapters of the GCSAA are looking to the new Michigan Chapter to see how to do a successful sponsorship program.

2) Minutes from 5 October 2007

Past President Bissonette made the motion to approve the minutes from the October meeting at Eagle Eye as written and it was seconded by Mr. Mulkey. The motion passed without dissent.

3) Old Business

a) GCSAA Delegates Report

Mr. Dahlin gave an abbreviated report on the business conducted at the GCSAA Delegates meeting held in Kansas City on the 13th and 14th of October. First time attendee Paul Galligan expressed his thoughts on what a great experience it was to see the headquarters and how the staff works for the betterment of its membership.

b) Eurich Management Services (EMS) Update

Donn Eurich gave an update which included:

- the efforts to get the office setup,
- time needed to meld the membership rosters,
- development and printing of the dues statement which is to be mailed soon,
- handing out the contact business card which lists all of the staff contacts,
- bringing on board Ms. Rebecca Halloway to work as a publication specialist
- an announcement that the MiGCSA web site is now live and will be populated with more information soon,
- and Jenny Fedewa's work on the Inaugural Gala to be held concurrent with the GLTE in Grand Rapids.

c) Update from the committee chairmen (brief)

President Morris suggested that all the chairmen submit their Mission, Vision and Goals to Ron Dahlin for compilation and distribution to the board. It was asked that these be submitted within a week.

Questions arose from Scholarship Committee Chairman Carls concerning any plans from the districts to distribute scholarships and where the money will be supplied from. A discussion arose which resulted in the decision that all monies come from the Foundation, the importance of not discriminating between 2 and 4 year turf students and how the candidates for the scholarships should be judged. A motion was made by Mr. Dahlin that stated "A recommendation to the scholarship committee that the MiGCSA give \$4,000 in scholarships to whoever best answers an essay question posed from the MiGCSA." This was seconded by Mr. Hakken. Discussion on the motion resulted in a proposed amendment presented by Past President Bissonette to the current motion which stated that "The scholarships be split into 4 - \$1,000 awards and given to 4 turf students in the state of Michigan with the knowledge that not all monies need be presented each year." The motion with amendment passed without dissent.

d) Inaugural Annual meeting & Gala to be held in conjunction with the GLTE

Jenny Fedewa of EMS reported on the ongoing plans for the Inaugural Gala including the cost to rent the room (~\$1,600), money needed to fully fund the event (~ \$20,000) and ideas for lapel pins and small gifts (glasses with the MiGCSA Logo) to be awarded by a random draw. It was proposed that extra lapel pins and glasses be ordered and sold to cover the cost of production of these items. It was decided that the annual meeting and election be held prior to the gala and in the same room as the gala thus reducing the overall cost for room rent. Mr. Jones will be contacted to write the proposed ballot and minor By-Laws changes that will need to be voted upon.

The Detroit District would like to present a Distinguished Service Award during the gala and other districts were asked to find out if they wished to do the same.

e) FM Membership Category

President Morris asked the Membership Committee to make a recommendation to the full board in 2008 on how to proceed with action (if any) on the full scope of this category.

d) Other Old Business

District Financial Status at the close of business in 2007

The Detroit District will show a negative balance at the end of their operations in 2007. The MiGCSA will cover this expense which is expected to be approximately \$2,150.

The Mid Michigan District will show a zero balance at the end of operations in 2007.

The Northern District will show a positive balance and expects to move this into the MiGCSA account.

The Western will also show some excess revenue and is expected to also move its balance in the MiGCSA at the close of business.

4) New Business

a) Budget and Account Titles for approval

A 2007-2008 budget template was distributed to the board for review. It was designed to encompass all of the line items that the MiGCSA desires and fit into the Quick Books template that EMS uses. It was reviewed and a decision was made to distribute an updated version to the board and ask for any changes. A final version will be presented at the next board meeting.

b) MiGCSA Informational Brochure

Donn Eurich suggested an informational brochure be designed and printed which tells prospective members of the benefits of membership in the MiGCSA. This pamphlet could be handed out or mailed easily and could be a very cost effective way to provide membership information. Mr. Eurich suggested that our Industry Partners could each be sent some to distribute to prospective members that they encounter and perhaps an incentive program could be developed to reward the IP when they sign up 10 new members. EMS will set a design for board review and discussion on a printing time line.

c) Next Meeting Date/Strategic Planning Session

The next meeting of the board will take place on the 30th of November 2007. EMS will look into the possibility of having it a Buck's Run Golf Club in Mount Pleasant (Jeff Sweet – Superintendent). Time of the meeting was set from 9 am until 5 pm. with a tentative agenda which will include:

- Set Annual meeting time and place,
- Set time line to send meeting notice and agenda of meeting to membership,
- Industry Partnership Plan,
- Scholarship Update,
- Final budget for 2007 & 2008,
- Should time allow we will possible include Strategic Planning Ideas and Committee Responsibility.

There was no other new business.

The Meeting adjourned at 4:16 pm.

Respectfully submitted,

Ron Dahlin, CGCS