



MiGCSA Board of Directors Meeting Minutes  
20 February 2008  
Held at The Emerald Golf Club, 10:17 am to 3:36 pm

**1) Attendance**

Those board members in attendance included President John Fulling, CGCS, Vice President Steve Hammon, Secretary/Treasurer Ron Dahlin, CGCS, Directors Jay Eccelton, CGCS, Rick Hakken, Jeff Homes, CGCS, Adam Ikamas, Mike Jones, CGCS, Mike Mulkey, CGCS, Greg Pattinson, and Scott Pulaski. Staff in attendance included Donn Eurich, Vanessa Crocetto, Donna Deveraux, Jenny Fedewa, Nancy Hawkins and Rebecca Holloway. Mr. Steve Randall, GCSAA Chapter Liaison was present as an invited guest.

President Fulling called the meeting to order.

**Past Minutes**

The Board had been asked to review the agenda and the minutes from the last regular board meeting held on the 6<sup>th</sup> of January and the annual meeting held on the 7<sup>th</sup> of January which were supplied via e-mail prior to the meeting.

Mr. Hakken made the motion to “Accept the minutes from the board meeting held on the 6<sup>th</sup> of January as written”. This was supported by Mr. Jones and passed by a unanimous voice vote without discussion.

Mr. Jones made the motion to “Accept the minutes from Annual Meeting held on the 7<sup>th</sup> of January as written”. This was supported by Mr. Hakken and passed by a unanimous voice vote without discussion.

**3) Secretary/Treasures Reports**

a) The financial report given by Donna Deveraux indicated that there were \$45,850 in Total Assets which included only \$705 in receivables, \$22,410 in Net Income and that we had assets of \$2,700 from the Inaugural Celebration after all liabilities were met. A motion was made by Mr. Jones “To accept the January 2008 Financial Report”, this was supported by Mr. Hakken and carried without opposition by a voice vote. It was noted that an extension had been filed for the 2007 taxes and that staff was waiting for some information believed to be held by Christa. President Fulling asked that Tim Dorner be contacted and asked to try and obtain these documents.

b) Mike Jones gave a membership number update which read as follows:

Class	Current and Pending	07 comparison	% Retained
AA	8	20	40%
A	221	392	56%
SM	26	86	30%
C	65	123	53%
D	8	23	35%
E	21	13	126%
AFF	92	62	148%
H	10	11	91%
SA	1	9	11%
R	4	32	12%
I	4	3	133%
FM	0	0	0
TOTAL	460	774	59%

**c) Correspondence**

There was no correspondence that needed the full boards attention at this time.

**d) Calendar**

Mr. Dahlin reviewed the current calendar with the board and representatives of the 4 Districts. Note was taken of items that were pending and will be resolved by the 25<sup>th</sup> of February.

**4) Executive Directors Report**

Mr. Eurich reported that an offer had been presented to have the former boards covered with \$1 million of liability insurance for a premium of \$300/board. President Fulling pointed out that a merger had taken place and that the current insurance should be sufficient for coverage. After discussion, Mr. Eurich was asked to further investigate the threat level and the need for this insurance and report back to the board.

An agreement had been signed which will allow members to use their accumulated Syngenta Green Partner Points to pay for dues in the MiGCSA.

The time spent at the GIS in Orlando was very productive and included some one on one time with major industry partners on the show room floor, some fruitful meetings with other chapter executives and some time spent talking about the MiGCSA and the leadership roll that they have in the nation.

## **Committee Reports**

### **5) Membership**

Mr. Jones presented the current list of members who have requested reclassification, a list of those who are new members, those who are Class E and Class H members and those who are currently inactive members. These lists were reviewed and corrections were made where they were warranted, a suggestion was made to have all Presidents and Directors of the allied associations be listed as honorary members providing that they are not already members in good standing. These modified lists were approved by the board. A list of Proposed Standing Rules for the Membership Committee were presented and reviewed. Vice President Hammon made a motion that "The Standing Rules of the Membership Committee be adopted" which was supported by Mr. Ikamas. This passed without dissent by a voice vote.

The standing rules are as follows;

Standing Rules from the Membership Committee

1. In accordance to Article III section 5 of the By-Laws.

We shall establish the right that every member, once approved by the Board of Directors, shall receive immediately thereafter:

- A welcoming letter from the President and the Membership Chairman
- A Certificate of Membership *To be designed by staff and listed as Charter Member for those who joined in 2008.*
- A MiGCSA window decal *Cost and design will be determined by staff*
- A MiGCSA brochure listing the benefits of belonging
- A business card of relevant contact information
- A Volunteer Request Form
- Available awards and programs (*i.e. scholarship, written articles, MTESP, etc.*)

When possible, we would like to add the following:

- Membership Roster
- Merchandise Catalog
- Membership Mentoring Program Details

2. In accordance to Article III section 3 Class FM.

We shall define "limited resources" as:

20% less than the state average operating budget, as defined by the latest GCSAA Salary & Benefits survey.

3. In accordance to Article V section 2.

We will establish Annual Dues for the following Classification of Membership as:

AA – Free      D - \$50      E – Free      AFF - \$75      H – Free      SA - \$10      R – ½ of previous dues  
I – set by the board      FM – Free

4. In accordance to Article V section 2.

We shall conduct a membership drive for the Class - SA and include in their membership:

- A MiGCSA Lapel Pin
- Notification that SA membership is required to accept any MiGCSA scholarship.

This membership drive will be presented to the students by a representative of the MiGCSA.

### **6) Scholarship**

The report from the scholarship committee was postponed until the next scheduled board meeting.

### **7) Communication**

Vice President Hammon presented a recap of the recent meeting of the Communication Committee which included:

- A. Member email communications since September
- B. New member welcome letter
- C. Phone, email and web member follow up response
- D. Vendor communications
- E. Board member communications

- F. Allied partner communications
- G. Monthly meeting communication

H. **Magazine: Course Conditions—The Quarterly Magazine of the MiGCSA**

Course Conditions will be a 24-32 page full color magazine. The magazine must be profitable; therefore layout and design (including color) must be carefully evaluated. It will be the print media “identity” for the MiGCSA, with the goal of becoming the industry benchmark for state GCSA’s. *The target audience will be evaluated after the first year of the magazine.* EMS staff will coordinate layout, design, printing, and distribution. The communications committee and Donn Eurich will solicit articles and information, and will serve as the editorial board for the magazine.

The magazine will be distributed in 2008 -dated June, Sept (all Michigan Courses) December.

Course Conditions will include the following features:

- President’s Message – 1 page
- Back Page Editorial: “Up and Down” - 1 page
- Feature Article – 2/3 pages
- Superintendent Profile - 2 pages
- Technician’s Profile – 2 pages
- Assistant’s Profile – 2 pages
- “Green Side Up: What Golfers Want to Know about Course Maintenance” – 1 page USGA, GAM, PGA and member written articles
- Regulatory information -1 page Vanessa
- Events (pre and post) – 2/4 pages Calendar, results, golf, meetings
- MTF/MTESP information—in collaboration with “MTF News Notes”
  - News notes insert (12-16 pages) begins in June per MTF, MiGCSA board approval
- Membership and Website promotion – 1 page
- “Newsmakers” – 1/4 pages, certification, press releases, Tournament news-PGA or Ryder Cup, Mi. Open, national qualifiers, CMA, MGCOA, board member profile, national awards and articles
- Content Specific Issues? – to be determined after one year
- Classifieds (free to all members) – small ads, equipment, jobs or what’s hot items– 1 page
- 7-9 pages of advertising

Discussion topics:

1. Develop a style sheet, Rebecca
2. How many ads or pages of ads (7-9) and make sure not to lose member focus
3. Once we know we are going to make a profit what should the % goal be?
4. Rebecca is the magazine’s director, all info, ideas, sponsors etc. goes through her
5. Rebecca organizes sales calls, photo shoots, etc
6. Rebecca organizes the editorial deadline calendar
7. The communication committee and MiGCSA board members offer topic ideas, article contacts or leads
8. Advertisement bidding discussed
9. Top quality photos only, MiGCSA will pay professional photographers when needed
10. Cover photos will be Michigan golf courses only
11. 2008 Cover photos will be June, Oakland Hills/Ryder Cup, September Warwick Hills/Phil Owen, December Grand Traverse Resort/Paul Galligan
12. Golf Course Architect Raymond Hearn offered to write an article once or in each issue
13. Brian Durant’s emails were discussed

President Fulling asked that a standing rule for the communication committee dealing with the Web-Page be adopted which states: “Overall Development of the current web page be handled by Gas Light Media, all updates are to be done by MiGCSA staff.”

**8) District Committee Updates**

- a) Mr. Mulkey stated that a meeting is scheduled for Friday the 22<sup>nd</sup> of February to finalize the Detroit District Plans for ’08.
- b) Mr. Eccelton noted that the Mid District is set to meet on the 29<sup>th</sup> of February to finalize the Mid’s plans for ’08.

- c) The Chairman of the Northern District, Mr. Pulaski, stated that all is set for the Northern.
- d) Mr. Holmes stated that this is true of the Western District as well.

### Old Business

#### **9) IPP update**

##### **a) Calendar**

President Fulling reported on the meeting that took place the previous night which successfully dialed in the access points available to the Industry Partners. Advertising rates were moved toward a final amount a conceptual layout of the finished brochure was done.

##### **b) IPP Preview and Roll Out**

All will be available, along with the finished master calendar, within 7 days for the officer's review. It is planned that the final products will be mailed to the Industry Partners by the end of February.

President Fulling asked that this be moved to the last item covered at this meeting.

### New Business

#### **11) Bunker 360 at Kalamazoo Country Club on 19 May**

##### **a) Coincide w/ regular meeting**

The meeting consists of a hands on class in the morning, lunch and golf in the afternoon.

##### **b) Cost to Chapter**

The cost is covered by Sand Trapper and there will be GCSAA education points available.

#### **12) Strategic Planning Date**

The MiGCSA Strategic Planning Date was too close to the Easter Holiday and will be rescheduled at a later date.

#### **13) GCSAA Update**

Mr. Randall reported on updates from the GCSAA which included the fact that Mr. Mona's last day will be February 29<sup>th</sup>, The Leadership survey is open until the last day of February and the Pesticide Use Survey is open until the 15<sup>th</sup> of March. Both are available on the GCSAA Web Site. The Chapter Directory will be changed very soon to reflect the changes in Michigan and the next edition of Chapter Connections will be devoted to the MiGCSA.

#### **14) MTF Update**

Jeff Holmes reported that there is some positive movement at the MTF. GLTE was successful and the education committee has already started to develop the education offering for 2009.

#### **15) Other New Business**

a) Vanessa Croceto reported that there is some issues surfacing at the State Capital that may have a direct impact to the MiGCSA membership. The Great Lakes States Water Compact, that was signed 6 years ago, is designed for water conservation and reduction of ground water contamination and was based on the capacity to withdraw water and not the actual use of ground water. She is watching Senate bills 212, 858,859 & 860 and will bring a report to the board and notify the membership via an e-mail blast that this may effect how they manage their water.

b) Mr. Pulaski reported that AG day at the capital is March 13<sup>th</sup> and that the MTF will promote it. President Fulling explained to staff that the superintendents are who turn out to speak to their political representation, what has been done in the past and that we need to be present at this event. Staff will work with President Fulling and the President of MTF to organize the MiGCSA for the day.

c) Mr. Pattinson brought forth a request for information concerning a member and a request for help with a medical procedure. Information will be sought by Mr. Randall on the GCSAA benevolence program and if it may be applicable.

#### **16) Next Meeting Date**

The next 2 board of directors meetings will be held at The Emerald the first of which is scheduled for the 31<sup>st</sup> of March at 10 am and the second is the 29<sup>th</sup> of April from 9 to noon, prior to the golf event.

#### **10) Committees**

Committees, with few exceptions, will need a Chairman, Vice Chairman from the board of directors and a staff liaison. It would be best if 2 or more members from each district populate each committee. With these parameters in mind the following committees and representatives were determined by the board:

##### Assistant Superintendent Committee

Chairman = Steve Hammon

Vice Chairman = Tavis Horton

Staff Liaison = Nancy Hawkins

Members = Kevin Breuker, Troy Evans, Phillip Kluesner, Troy Looney, Josh Teitsma, Jay Wheatly

Awards Committee

Chairman = Scott Pulaski

Vice Chairman = Jim Timmerman

Staff Liaison = Rebecca Holloway

Members = Donald Benham, Daniel Bissonette, Andrew Dalton, Jeff Fisette, Scot Gardner, Carey Mitchelson

By-Laws Committee

Chairman = Mike Jones

Vice Chairman = Greg Pattinson

Staff Liaison = Donn Eurich

Members = Jason Clark, Jeffery Greer, Timothy Hesselink, Jason Roznowski, Thomas Schall

Championship Committee

Chairman = Rick Hakken

Vice Chairman =

Staff Liaison = Donn Eurich & Jenny Fedewa

Members = Jim Hirschman, Foug Hoeh, Aaron McMaster, Kevin Theilke, Bryan VanDerpluge

Communication Committee

Chairman = Steve Hammon

Vice Chairman = Daniel Bissonette

Staff Liaison = Rebecca Holloway

Members = Trent Bartman, Ron Dahlin, Brian Durant, Todd Griebe, Adam Ikamas, Scott Pulaski, Scott Spooner, Jason Schwieters, Scott Spooner

Development Committee

Chairman = John Fulling

Vice Chairman = Adam Ikamas

Staff Liaison = Vanessa Crocetto

Members = Ron Dahlin, Matt Gary, Paul Holmes, James Moore, Kimberly Olson, Jeff Smith, Scott Trbovich

Education Committee

Chairman = Jeff Homes

Vice Chairman = Rick Hakken

Staff Liaison = Jenny Fedewa

Members = Doug Boyle, Duane Daam, Eric Davey, Michael Hirvela, Craig Hoffman, Fredrick McMullen, Scott Pulaski, Rick Scheidel

Election Committee

On Hold

Foundation Committee

Chairman = Steve Hammon

Vice Chairman =

Staff Liaison = Nancy Hawkins

Members = Ron Dahlin, Tim Dornier, Rick Hakken, Mike Mulkey, Gabe Ross

GAM – Allied Representative

Jay Eccelton

Government Relations

Chairman = Craig Hoffman (who gets to pick “his staff”)

Vice Chairman =

Staff Liaison = Vanessa Crocetto    Members =

Industry Partner Council

Chairman = John Fulling

Vice Chairman =

Staff Liaison = Vanessa Crocetto

Members = Steve Hammon, Ron Dahlin, Dale Barger, Chris Early, Kevin Fuchs, Todd Griebe, Mike Hirvela, Mark Hugget, Gerald Huseman, Bill Middleton, Scott Trobovich, Ron Weingartz

Membership Committee

Chairman = Mike Jones

Vice Chairman = Jeff Holmes

Staff Liaison = Nancy Hawkins, Robin Rings

Members = Mike Allison, Joel Comstock, Dan Daingman, Gary Johnson, Paul Kolbe, Gregg Matthews, Trevor Nash, Steve Rebhan,

Member Welfare Committee

Staff Liaison = Donna Deveraux

Members = John Fulling, Steve Hammon, Sue Schokey

Michigan Room

Staff Liaison = Jenny Fedewa

Members = Board of Directors

Nominating Committee

Chairman = Daniel Bissonette

Staff Liaison = Nancy Hawkins

Members = Dan Billette, Paul Galligan, Joe Hancock, Dave Pawlik

Scholarship Committee

Chairman = Kirk Carls

Vice Chairman = Scott Pulaski

Staff Liaison = Rebecca Holloway

Members = Paul Galligan, Douglas Hoeh, Greg Pattinson, Jessy Scholl, Kevin Thielke, John Tuckerman, Jay Wheatly

Technician Committee

Chairman = Jay Eccelton

Vice Chairman =

Staff Liaison = Jenny Fedewa

Members = John Bissell, Bill Brantly, Dave Ertl, Henry Heinz, Stephen Kuti, Marc McCoy,

Respectfully submitted:

Ron Dahlin, CGCS