The meeting was called to order at 10:05 by President Eccleton

Roll Call – Board Members in attendance - Jay Eccleton, CGCS, Jeff Holmes, CGCS, Gregg Matthews, Dave Pawluk, CGCS, Eric Rank, Tim Dark, CGCS, Justin Bickel, Mike Rosen, Mark Ostrander, Jim Bluck, CGCS, Phil Owen, CGCS,

Not in Attendance – Gregg Pattinson, Ron Dahlin, CGCS, Troy Evans

The MSU Turf Club Presented on their goals and accomplishments for the year. They are asking for funding to help off set the expense of attending the Golf Industry Show. Turf Club President Rodney Crouse and Vice President Paul Jacobs were the presenters.

President’s comments – Jay thanked Adam for his work to keep everything in order during the very busy summer. He also spoke about the good number from the summer of 2012 and the outlook being positive for golf.

Approval of the minutes from, July17 was motioned by Jay Eccleton and seconded by Phil Owen

The Financial Report was presented by Adam. He spoke about the Industry Partnership funds reaching the 2011 level event with the loss of some sponsors in 2012, Silver sponsors Quali-Pro, and Sports Turf Irrigation and Foundation Sponsors Quali-Pro and John Deere Lanscapes. He has been able to re coup some of this funding with a la cart advertising in the magazine and website. Secretary/Treasurer Matthews asked why the Harrell’s sponsorship is so overdue and is going to follow up with Kevin Fuchs to inquire. The finances were approved by Phil Owen and second by Dave Pawluk.

The member dues increase proposal will be in the upcoming Fall issue of Course Conditions, the communication presented by the Communications Committee was approved by the Board. The vote is set to take place at the Annual meeting in January. The Board would like to make sure everyone has a chance to vote on this so Adam will send out a survey to all voting members.
## Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Expense</th>
<th>Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment Technician Meetings</td>
<td>154.24</td>
<td>175.00</td>
<td>20.76</td>
</tr>
<tr>
<td>State Championship</td>
<td>3,225.00</td>
<td>3,360.00</td>
<td>135.00</td>
</tr>
<tr>
<td>Mid Golf Event</td>
<td>1,994.98</td>
<td>2,275.00</td>
<td>280.02</td>
</tr>
<tr>
<td>Michigan Room at GIS Show</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Ski and Learn Conference</td>
<td>2,673.51</td>
<td>2,210.00</td>
<td>-463.51</td>
</tr>
<tr>
<td>Superintendent Roundtable</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Tuck Tate Championship</td>
<td>1,990.00</td>
<td>2,170.00</td>
<td>180.00</td>
</tr>
<tr>
<td>Spring Opener</td>
<td>1,581.61</td>
<td>1,920.00</td>
<td>338.39</td>
</tr>
<tr>
<td>Can/Am Tournament</td>
<td>6,777.72</td>
<td>8,220.00</td>
<td>1,442.28</td>
</tr>
<tr>
<td>Spring Management Meeting East</td>
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<td>3,385.00</td>
<td>-340.46</td>
</tr>
<tr>
<td>Spring Management Meeting West</td>
<td>2,592.97</td>
<td>4,210.00</td>
<td>1,617.03</td>
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<tr>
<td>Spring Management Meeting North</td>
<td>2,050.65</td>
<td>2,890.00</td>
<td>839.35</td>
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</tbody>
</table>

**Totals:** 26,766.14  30,815.00  4,048.86

**Foundation Events**

<table>
<thead>
<tr>
<th>Event</th>
<th>Income</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Northern Fundraiser</td>
<td>$9,128.75</td>
<td>$15,980.00</td>
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<tr>
<td>Western Fundraiser</td>
<td>$8,554.68</td>
<td>$15,070.00</td>
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<tr>
<td>Big Event</td>
<td>$7,080.00</td>
<td>$13,980.00</td>
</tr>
</tbody>
</table>

**Totals:** 24,763.43  45,030.00  20,266.57

### Upcoming Events:

1. Superintendent Breakfast Roundtable, preliminary date of Wednesday December 5th at Birmingham C.C.
2. Clem Wolfrom Luncheon will be any time in the first two weeks of December, there was a discussion on combining the two but was decided to keep them separate.
3. Christmas Parties will be planned by the district committees.
   1. Adam will inquire about a Toys for Tots donation for all three events. A BOD member will collect these toys and drop them off at the pre-determined location.
4. John Fulling, MTF President gave an update on the Turf Conference. Education coming together well and registration is likely going to open in November.
5. Dave Pawluk is investigating the 2012 GIS Michigan Gathering in San Diego and will get Adam the details of the location last time the GIS was in San Diego. It was decided that the MiGCSA would not provide food for this event, that the funds allocated to this would be better used elsewhere. Phil Owen thought the Christmas Parties and Jeff Holmes would like it allocated to Education. The $600 budgeted
for this event will stay in the budget in the event of room rental or other fees.

Adam updated the board on membership. Currently there are 674, 2012 Members up from 646 in fall of 2011. The 2013 Membership Renewal is starting now. Adam and Gregg Matthews will approve the member renewal communication email.

There was a discussion on membership cards. Adam has a quote of $.88 (est) each and they can be sent with Directory, Justin Bickel asked if they could be printed in the directory and cut out if needed, Jim Bluck asked if they could be generated from the website. Adam will look into each of these options. It was decided that the extra expense of membership cards is not needed at this time.

The results of the member needs survey results were discussed. The results showed that more members would likely attend events if there was education. John Fulling expressed his concern with this result and reported that the GCSAA found this was not actually the case and education would not make a large impact on event attendance. Education committee chairman Jeff Holmes spoke about the lunch and learn series that may be proposed in 2013, a one hour education session and lunch in regional areas. There is also discussion of a 9 and Dine event that has had success in the western chapters of the GCSAA.

GCSAA Delegate Report (Justin)
Citing the considerable amount of dialogue among participants, GCSAA President Sandy Queen, CGCS, said the association’s 2012 Chapter Delegates Meeting was productive and will pay additional dividends in the future.

Conducted Oct. 5-7 at GCSAA headquarters and in Kansas City, Mo., chapter representatives met to learn more about association initiatives and to provide feedback on governance, programs and services, and issues regarding the game and business of golf. They also heard from candidates running for GCSAA national leadership positions.

The what and the why

“It is important that our members know the ‘what’ and ‘why’ of GCSAA efforts, but it is equally important that we hear what our members have to say,” Queen said. “We cannot make decisions or shape policy without that feedback. That is why I am so pleased that there was debate on what was presented. I continue to be impressed with the quality of representatives the chapters send to the meeting.”

Queen noted that prior chapter delegate feedback helped formulate the new conference and show schedule, implement free GCSAA webcasts and restructure the annual meeting. Discussion this year will be utilized to “tweak” certain aspects of the Rounds 4 Research program, study the GCSAA Chapter Affiliation Agreement and help the board of directors and staff prioritize programs and services.
“The thing I like about the meeting is the board listens and wants our input,” said GCSAA Class A member Brad Jolliff, a multi-year attendee from Oklahoma. “You get the opportunity to give your point of view. There is such a diversity of membership, and to make the best decisions the board needs input from many sources. The delegates meeting is a good way to get the information.”

Chapter affiliation deliberated

One of the most lively discussions regarded the GCSAA Chapter Affiliation Agreement, specifically Class A conformity between GCSAA and chapters in terms of membership classification. Ultimately, the board of directors opted to extend the current affiliation agreement to give the association and chapters an additional year to collect data and do further study on the issue.

The extension was also granted to give the association time to analyze the report of the Membership Standards Advisory Group. For the past nine months, this independent panel of members has been studying the impact of the professional development initiative (PDI) that resulted in the creation of membership standards. The MSAG presented to the delegates its findings that PDI had been successful with increased advocacy with policymakers, the creation of the IPM requirement, expanded education opportunities that were accessible and affordable, and improved playing conditions. It did note that the faltering economy and the cost and time necessary to affect change through a public relations campaign worked against the program.

Recommendations focused on membership conformity, simplifying membership classifications, and strengthening the requirements for Class A status and items to help market it.

Dues increase up for vote

The association presented a proposed dues increase that will be voted on at the annual meeting in February in San Diego. The vote will be to increase dues $25 for Class A and SM members, and $15 for Class C members, making annual dues $365 and $185, respectively. The increase is a combination of a $15 increase (for Class A/SM) based on the Consumer Price Index and $10 (for Class A/SM) to compensate for GCSAA’s group life insurance premium being doubled by the provider.

Second-year delegate and Class A member Brian Beckner of the Everglades GCSA spoke to the value members received for their membership. “It’s too bad every member cannot be here to hear and see what they get for their dues,” Beckner said. “It is incredible what I get as a GCSAA member. Everything I heard this weekend was about helping me be a better golf course superintendent and being more valuable to my facility. We are fortunate to have GCSAA.”

The bottom line
Chief Executive Officer Rhett Evans shared the association’s invest-recover-grow strategy that has shaped the association’s budgeting philosophy for the past two years. He described how funds have been invested in new programs such as field staff, Rounds 4 Research, web technology, advocacy and other areas to better serve the members. Giving time to allow these programs to gain traction will ultimately help stabilize association operations.

Evans indicated that staff will present a balanced budget to the board in December, but will pull some funds from the association’s reserve just as it has done in the past. Among the new items in the budget will be funds to complete the filling of field staff, pay for headquarters facility improvements and add technology resources. The Mid-Atlantic and the Southeast regions are the remaining two regions without field staff. The facility improvement plan, announced earlier this fall, focuses on necessary structural repairs and enhancing the efficiency of the building. In all, expenses for the project are expected to be approximately $1.9 million.

“We are by no means out of the woods when it comes to our financial challenges,” Evans said. “Golf has had some struggles. But I believe we have been prudent in what we have done to weather the storm and are positioned for continued success.”

Tooting your horn

Among the more popular presentations were those that demonstrated how GCSAA resources were being used to advocate on behalf of members. Staff outlined the various government relations activities and the importance of members meeting with federal, state and local lawmakers to be heard on policy decisions. Various examples of GCSAA media placements on television, in print, on the web and on the radio were shared as well. Evans pointed out that NGF studies continue to place a premium on GCSAA members for their role in driving golfer satisfaction and facility success. He said that reaching out to key influencers such as employers, avid golfers and policy makers will continue to be a priority for the association.

On deck

Chapter delegates will convene on February 7 at 2:30 p.m. for the association’s annual meeting in San Diego, held in conjunction with the GCSAA Education Conference and Golf Industry Show.

John Fulling is a candidate for the 2013 GCSAA Board and was in attendance to update the MiGCSA Board on his campaign. He is confident that he can carry many of the larger states and chapters, and presented us with his chapters that he may need help on. Was very happy with the results of the Chapter Delegate meeting.

MiGCSA Foundation Donations
i. Policy for donations – Tim Dark will compose a rough draft of the Foundation Policy for donations and present it to the board at our next meeting. The board did not approve the MGCOA Conference Sponsorship, $500 Breakfast. Adam briefed the board on EIFG Donations as a possible source of funding.

2012 Foundation Funds to disperse – This was tabled until we have an absolute final amount from 2012.

   ii. $35,000 (estimated) in Foundation
   iii. $4,000 Heritage Scholarships
   iv. $3,000 Student Scholarships
   v. $6,500 Administration (10% of Ikamas Management fees)
   vi. $21,500 left
   vii. MTF Donation?

Adam briefed the board on the 2012 GCSAA Outreach Grant; the MiGCSA was Approved for $2,000. This will be used for Legislative Golf Day and advertising with the GAM in the Links magazine. The use of the We Are They Campaign was tabled for another meeting.

GCSAA Grants were applied for. The BMP for Epar and MTESP and the Research for Effects of Drought and Traffic Stresses on Physiological Responses and Water Use Characteristics of Creeping bentgrass (Agrostis stolonifera) and Annual bluegrass (Poa annua),” principal investigators Dr. Kevin Frank and Dr. Emily Merewitz of Michigan State University

The MiGCSA Handbook was sent out to BOD for initial review in April with each section assigned to chairs. The plan from the strategic planning session was to report back to BOD in September and have a final draft in April 2013. Adam will re send this document so the committee chairs can work on their section this winter.

2. Committee Reports
   a. Assistant Superintendent (Troy)
   b. By-Laws (Greg P.)
   c. Communications (Justin) – Fall magazine is in proof stage and will be mailed out and on desks by mid November.
   d. Education (Jeff) – Jeff was having an Education committee meeting after the BOD meeting and will report back at the next meeting.
   e. Government Relations (Adam)
   f. Industry Partner Development (Jay)
   g. Membership (Gregg M.) – Adam spoke about renewal 2013 and the communication that will go along with that. Adam and Gregg will work together on the messaging for renewal.
   h. Nominating (Ron)
i. Scholarship and Awards (Jim) – All 2013 Scholarships are now open. Jim does need a few more volunteers for the student interviews on December 13th.

j. Past Presidents/History (Ron)
k. District/Events (Board) – Adam reminded the District committees that he will need some locations for the 2013 events soon as they need to be in the 2013 Industry Partner Program. The BOD would like a survey sent to the Northern District about moving the Tuck Tate to late July to get more attendance.

l. Finance (Gregg)

Next meeting will be December 3rd via web as Adam will not be available for travel because he and Laura are having their baby during this time.

Tim Dark made a motion to adjourn at 3:00 and a second by Gregg Matthews.