1. Call to order 11:12
2. President’s comments (Jay) – Jay spoke about the weather stresses, he thinks about you all every day and the struggle to keep the grass green. Think positive hopefully revenue numbers are good for everyone. Thanked Adam for the work and complimented the Mid meeting and how nice Indianwood was for Senior open. Michigan getting great publicity from Senior PGA and Open. More people back to work all over the state will hopefully help everyone.
3. Approval of the minutes; (16 May & 8 Jan) Adam shared his desktop so everyone could see the information for the meeting. Minutes were approved from January 8th and May 16th by Gregg Matthews and second by Phil Owen.
4. Financial
   a. 2012 Budget Approved – June 2012 financials were shown. Jay asked if Adam had any comments on any ground gained with new IP or any other financial issues. Adam spoke about Winfield joining and dropping to the bottom line, and that all events are profitable since last meeting. With the changes approved to the final 2012 budget Adam believes we will be close to a breakeven by YE 2012 and quite possibly a small profit. There are no immediate pressing issues as of now. Financials are approved by a motion from Gregg Matthews and second by Dave Pawluk.
   b. Membership Dues Increase
      i. 9 total votes, 1 no vote on dues increase from web voting – Adam asked if there were any concerns over this dues increase. Gregg Matthews asked how this may affect the membership numbers since we have seen a decrease in the past. Adam spoke about the member numbers making a comeback and we are close to 2010 member numbers. We are at 625 2012 members compared to 537 in 2011 and 635 in 2010.
      ii. Adam shared information with the board comparable chapters and what their dues are. This was a reference point to be sure that $100 is not an exorbitant amount. Also we hope to get feedback from our membership survey. Ron Dahlin asked if members should see the numbers of other chapters to help bolster the dues increase. Adam spoke on the membership communication plan and asked how it should be communicated.
      iii. Dave Pawluk confirmed that dues were $100 in the Greater Detroit.
iv. Ron Dahlin thinks we should increase dues, the total cost of membership at $100 is still less than filling up a tank of gas and is a good deal.

v. Jay does not think it will be a problem at all to increase dues and that he and Adam can communicate it with articles. He thinks the members will vote it in with no issues.

vi. Phil Owen spoke about the fact that if we do renew 4 out of 5 members in the higher dues class we will still be at the same revenue level. Adam hopes that will not happen as it would decrease our voting numbers with the GCSAA and have a negative impact on advertising.

vii. Gregg Matthews asked if the members care if we are one of the largest chapters? Adam was using this mainly as a comparable, and is not sure if we need to communicate that to the members.

viii. Gregg also asked when this communication would go out? Adam said he may put something in the Summer magazine, but the main communication will be in the Fall issue, and a lot of this will be directed by the communication committee.

ix. The vote would be this January for a dues increase for renewal year from 2014.

x. Adam also spoke about AFF corporation memberships. Do we need a company membership for our larger Industry Partners? Ron Dahlin likes the idea of buy 4 and get one free. Ron asked if anyone falls in 11 or more members, Adam was not sure exactly how many companies and will let the board know who they are. Ron asked if it would be difficult to manage that policy, Adam said it would not be a big deal and can be managed. Gregg Matthews is in support of the corporate membership. Mark Ostrander asked for a list of how many companies fall under this? Adam will get a list compiled.

xi. Jim Bluck wants us to focus on value for members and that it does not matter what other chapters do and that our main goal should be to increase members and benefits.

xii. Phil Owen asked if the members have to vote on this. Adam said yes they do so they will tell us without a doubt then. Phil agreed the communication is very important.

xiii. Adam asked if Jim agreed with the dues increase. Jim is not 100% against it, but we need to make sure members know exactly why and not just because other chapters charge more, and it needs to be communicated very well to the members.

xiv. Gregg Matthews asked when it will be voted on and if there is another way to vote on this because of the low attendance at our Annual meeting. Adam mentioned a possible survey vote to voting members. Gregg wants to make sure everyone is heard on this vote.
xv. Gregg also wants to make sure the BOD approves the communications before it goes out to the members. Adam confirmed that all communications will go through the board for approval.

xvi. Adam asked if the Communications committee should be tasked with planning the communication of this dues increase, Gregg Matthews confirmed this plan.

5. Events
   a. Past – See spreadsheet - Adam showed spreadsheet and that YTD we are in a positive financial position this year
   b. Upcoming
      i. LaFontaine Outing, August 1st -
         1. Adam asked if we should be a sponsor again this year. Adam recommended we do sponsor this with the Foundation funds that will be going to the MTF anyway.
         2. Phil Owen suggested that we ask a possible new Board member to play in the foursome.
         3. Jay would like to sponsor the event this year again. Jay suggested a sponsorship ½ from the Association and ½ from the Foundation. Ron Dahlin suggested it comes directly from the Foundation. Phil Owen also agreed with Ron. The board voted to sponsor this event from the MiGCSA Foundation.
      ii. MTF Field Day, August 14&15 – Adam updated the BOD on this event.
      iii. State Championship, August 20th Lakelands G&C.C.
          1. Adam and Gregg updated the BOD on this event.
          2. It was requested that we have a district challenge. We will total the low Net and Gross top 4 scores from each district to find a district champion. Adam will get plaques to keep a record of who won the championship and the district, possibly to keep at the Hancock Center. These will be at the January conference and the State Championship.
      iv. Assistant & Student Networking Golf Outing, September 7th College Fields Golf Club – Adam updated the BOD on this event. Greg Pattinson asked that we make sure we have membership applications at this event. Adam confirmed that he will be there to process memberships, he also spoke about going to the MSU Seminar class to introduce the MiGCSA.
      v. Western Golf Day – Adam told the BOD there is not too much too report at this time, should be a good event and a sellout.
      vi. Tuck Tate, September 26th, Cedar River at Shanty Creek
          1. Do we want to schedule a BOD meeting before the event? No the board does not want a formal BOD meeting at the Tuck Tate.
vii. The Big Event, October 8th, Birmingham C.C. – Adam spoke about it being a good event and that Dan Dingman is doing a great job.

6. Membership Renewal 2012 (Adam & Gregg)
   a. 624 - 2012 Members
   b. 567 Members at this time in 2011
   c. 635 Members at this time in 2010
   d. 92 - 2011 Members to recover
      i. BOD assignments on spreadsheet – Gregg Matthews asked for the list to be sent to the membership committee to make phone calls.
      ii. Phil Owen will call all Mid members.
      iii. Jay commented on the possibility of a large member number increase and is happy with the member numbers.

7. Communications (Justin)
   i. Adam updated the BOD on the First Communications Committee meeting that was held on May 16th. All 2012 and some 2013 Course Conditions planned
   ii. Adam asked what the BOD would like to see for member surveys.
      1. Greg Pattinson would like to know staff size survey.
      2. Jim Bluck suggested a rounds survey and cost per round.
         And an irrigation survey.
   b. Adam also spoke about the member needs survey is ready for this fall.

8. MiGCSA Foundation Donations
   a. The policy for donations will stay the same, Adam will write up a policy that involves a written proposal that will be submitted to the Foundation Board. If the Foundation Board approved the donation or sponsorship it will be presented to the Board for approval. Donations are disbursed after the The Big event once the total funds for the year are known.

9. GCSAA Outreach Grant
   a. ½ of the Legislative Day costs ($750)
   b. ½ of the cost of a full page ad in the GAM Links Course Directory ($1,500) – We are They Campaign, or another idea?
      i. The board approved the We are They campaign, Jay and Gregg Matthews voted against the We are They campaign and will try to suggest some other options. The design needs to be cleaned up and streamlined more.

10. Committee Reports – MiGCSA Handbook – Greg Pattinson encouraged the BOD to complete the sections of this handbook that they were assigned.
    a. Assistant Superintendent (Troy)
    b. By-Laws (Greg P.)
    c. Communications (Justin)
    d. Education (Jeff)
e. Government Relations (Adam) Adam and Jay spoke about the Legislative Golf Day.
f. Industry Partner Development (Jay)
g. Membership (Gregg M.)
h. Nominating (Ron)
i. Scholarship and Awards (Jim)
j. Past Presidents/History (Ron)
k. District/Events (Board) Jim Bluck suggested a Mid site for the State Championship to get more attendance from all districts.
l. Finance (Gregg)

11. New Business (All)
12. Next meeting Web Meeting on September 11th at 11:00 am
13. Adjourn 1:15 pm