Michigan Golf Course Superintendent’s Association
State Board Meeting
April 25, 2006
East Lansing, Michigan
Minutes

Board Members Present:

- Jon D. Maddern, CGCS  President
- Tom Mason   Vice President
- Dan Bissonette
- Doug Boyle
- Kirk Carls
- Ron Dahlin, CGCS
- Tim Dorner, CGCS
- John Fulling, CGCS
- Rick Hakken
- Michael Morris, CGCS
- Scott Pulaski

President Maddern called the meeting to order at 10:05 AM.

The agenda presented by President Maddern was approved by the Board.

The Board agreed that formalized minutes should be taken and that John Fulling would be acting secretary until such time as a secretary was elected. The Board agreed that the minutes from the meetings would be internal documents only and the outcomes from the meetings would be public.

Vice President Mason raised the issue of naming the new association. The Board decided to add the association name issue to new business under committees and include it in the next meeting’s agenda. The Board directed John Fulling to prepare and distribute an electronic survey to the members of the state with three choices of association names and a blank line for other ideas. Those three names include:

1. Michigan Golf Course Superintendent’s Association (MGCSA)
2. Golf Superintendent’s of Michigan (GSM)
3. Great Lakes Superintendent’s Association (GLSA)

John Fulling is to receive their feedback and report the information to the board at the next meeting.
President Maddern gave his Officer’s Report:

1. **Tom Smith’s attendance at the Board meetings:**

   President Maddern had a personal meeting with MTF Executive Director Tom Smith regarding his continued attendance at the statewide Board meetings. President Maddern reported that Tom Smith will not be attending the Board meetings any more. President Maddern also reported that he would personally communicate with Tom Smith so that the MTF is kept informed of Board activities.

2. **Craig Hoffman water council expense reimbursement**

   President Maddern asked what could be done to help reimburse Craig Hoffman for his out of pocket expenses while working around the state on the water advisory council. The group relayed that the chapters were already handling all of the reimbursements to Craig for his water council work.

   V.P Mason suggested that there should be a liaison from this Board to Craig and that the Statewide Board should urge the chapters to also work very closely with Craig on this issue so that information is distributed in a timely and effective manner.

3. **Ag Day at the Capitol**

   President Maddern reminded everyone that Ag Day at the Capitol was on May 23, 2006. He urged each Board member to encourage their chapters to get as many members to attend as possible.

**New Business: Building the Association**

**Communications**

The Board utilized the GCSAA chapter assessment tool in their discussion on building a communications model for the statewide chapter.

1. **Tools necessary for effective communications:**

   a. Website that is usable, money generating, fresh
   b. E-mail blast / list serve capabilities
   c. US Mail
   d. Webcasting
   e. Forums
   f. Print publication; both timely and non-timely
g. Electronic survey capability
h. Use of other organizations publications / websites
i. A strong committee and Liaison system to ensure effective flow of information

2. Member Communications

A. Utilize all tools to effectively communicate to all existing members.
B. Electronically mirror all hard copy publications for multiple areas of exposure to information.
C. Charge a strong editorial committee to create / recreate and disseminate information.
D. Create writing clubs so that fresh material is always available
E. Select a GCSAA delegate with excellent communication skills
F. Utilize paid staff to ensure communication is timely and consistent.

3. Non-member Communications

A. Define targeted non-member groups

1. Perspective members
2. Allied Associations
3. Facilities
4. Golfers (general Public)
5. Government: local, state, federal
6. Legislators
7. Agencies
8. Universities
9. Environmental groups
10. Media
11. Schools

Membership

1. The Board defined who should be a member:
   - Golf Course Superintendents
   - Assistant Golf Course Superintendents
   - Vendors / Industry partners
   - Educators
   - Students
   - Technicians
• Media
• Retirees
• Facilities
• Associates (all other golf business related personnel)
• Honorary Members

The Board decided there should be written requirements of membership and will charge the future membership committee to detail these requirements for the various classifications of membership when building the membership plan.

2. The Board discussed membership programs they felt were necessary for the state chapter to be effective:

• Strong recruitment programs for non-members
• An orientation program for new members
• Retention programs (exit interviews and follow up)
• Annual needs assessments of the membership
• A GCSAA Liaison
• The use of retirees for their history and time
• Member promotion programs

The Board felt that these programs would need strong and effective administration to be successful.

**Bullet Points from this meeting:**

1. The Board developed the outline and structure for a strong Communications program for the new chapter
2. The Board listed membership classifications for the chapter and specified necessary membership programs needed for a successful chapter model
3. These will be detailed at a later time by the future communications and membership committees

**Next meeting** is Thursday June 1, 2006 from 10AM – 2PM at the Hancock Research Center in East Lansing.

President Maddern adjourned the meeting at 2:25PM

Respectfully submitted,

John R. Fulling, CGCS