Board Meeting Minutes October 20th
10:00 – 3:00 at the Fisher Transportation Board Room, Mt. Pleasant

Call to Order at 10:05 am by President Bickel. Officers in attendance were President Justin Bickel, Vice President Mark Ostrander, Secretary/Treasurer Dan Dingman, and Past President Jeff Holmes, CGCS. Board Members in attendance were Jim Bluck, CGCS, Jeff Hopkins, Jeff Sweet, CGCS, Doug Ware.

President’s Comments: Justin spoke about his visit to GCSAA HQ for the Chapter Delegates Meeting and comments by GCSAA CEO Rhett Evans about atrophy. Rhett had an injury to his hand and was not able to use it for some time and atrophy had set in, he related that to the GCSAA and the importance for atrophy not to set in on the GCSAA or the local Chapters. Since the last meeting in April was cancelled due to lack of availability from Board Members, he stressed the importance of meeting attendance especially if there will be so few meetings.

Review of Action Items; March 1st meeting minutes were approved via email and the meeting minutes were sent out in the enews for member review.

Financial Report: Adam handed out the latest profit & loss statements with highlighted areas of interest. With a few expenses that were one year or timing related and the lower revenue in membership dues in 2016. Regardless of this the Chapter is still on track to have a profitable year.

Investments: The investment with Northwestern Mutual has turned profitable but is growing very slowly. The Board would like recommendations from the fund manager at our next meeting if any changes are needed.

Website: There are a few options for the website renovation. The MiGCSA website was built in 2008 and renovated in 2010 and is due for an upgrade to be mobile ready and to have some other added value for the membership and administration. There is a bid from Gaslight Media, our current and longtime provider. Adam will reach out to other website companies to get bids for the same type of work and sign up for Wild Apricot to see if that will work for us. There is not a huge rush on this website as it is very important to get it right.

Chapter Leaders: Dan updated the board on his trip with Adam out to GCSAA HQ in March of 2016 to the Chapter Leaders Symposium. Dan found great value in the trip from a GCSAA perspective and finding more familiarity with what they do. He also spoke about the interaction with other GCSAA Chapter Leaders and Executives. He recommended the trip for future leaders on the MiGCSA.

GCSAA Delegate discussion has been tabled until the next meeting for further discussion.

Hats in Pro Shop: There are options for the MiGCSA Nike hats to be sold in pro shops to help raise money for the Chapter. Mark Ostrander and Justin Bickel helped pilot this program this summer. They felt there was more need for better marketing to go with the hats as the pro shop staff was not always up to speed on what they were about.
BOD IP Lunch: this was an idea that came directly from the GCSAA Chapter Leaders and Executives Symposium. The goal is to host our Industry Partners at a lunch to thank them for their support of the MiGCSA and to present them with some of our results and goals as an organization and to collect feedback from them on the program and the Chapter. The plan is to have this lunch at the 2017 Michigan Turfgrass Conference.

Bylaws: Due to some changes at the 2016 GCSAA Annual Meeting the MiGCSA is required to make some changes to the bylaws including the change in class A definition and the change of class SM to class B. There are also some changes that are requested to better reflect the operation of the MiGCSA now vs. when these bylaws were formed in 2008. These will need to be voted on and approved at the Annual Meeting at the Turf Conference. The membership will be emailed about these changes so they are informed before the Annual Meeting.

Industry Partner Liaison: The Board approved opening up an Affiliate Member Liaison position on the Board. This will be a two-year term with a maximum of 4 years of service. This notice of nominations will go out before the Annual Meeting.

Mentorship: This came from a discussion between Jeff Holmes and Dan Mausolf about the learning curve of being a new Board Member. This led into a discussion about a new Board member orientation and asking the current Board to send Adam one or two things that they did not or still do not have a clear understanding about. This will help guide the new member orientation plans. This will be reviewed by the Board and Communications Committee and will continue to evolve over the years. Adam will also discuss this with the GCSAA for more ideas and templates.

Fundraiser Cost: The cost of the Fundraisers has been at $125 for many years back to the original 4 chapters. The goal of these events is to raise money which is getting harder to do as the cost of the events has not been able to hold. So to try to raise more money or to keep up with pricing the 2017 Fundraisers will go up to $155 per event. This should be able to maintain the levels we currently have with the increase in costs.

MGHoF: The Michigan Golf Hall of Fame is building a permanent home at Ferris State University. The planning process has been under way for a few years. This is a building that will be maintained by the University once completed and act as a PGM recruiting tool and as a museum for golf in Michigan. After much discussion the Board has approved the sponsorship of hitting bay #4 and the display case that will come with it. This commitment is based on the final drawings of the building and approval of these from the Board. The payment of the $25,000 will be made over a five-year period. The Board will be directly involved in how the display is put together.

2016 Nomination: The Board approved unanimously the nomination of Gordie LaFontaine to the Michigan Golf Hall of Fame.

MGL: There is an option for a replay of the Michigan Golf Live Super Show in 2017, the Board approved the replay in the Spring of 2017 for $1,300.

MGIA: Adam has started communication with the Michigan Green Industry Association (MGIA) about sharing educational opportunities. This would involve their members being able to attend our education meetings and for our member to be able to attend theirs. The Board approved this action and Adam will follow up with the Executive Director of the MGIA.
Chapter Exec Meeting: Adam met with the other Midwest Chapter Executives in Chicago at the Chicago Golf House in late June. This meeting included the Chapter Executives from Chicago, Ohio, Iowa and Wisconsin including GCSAA Field Staff Shane Conroy. This was a first meeting to share ideas on a more local level and how we can work together to better serve our members. Follow up meetings are scheduled via web and possibly in person on an annual or bi-annual basis.

Committee Reports:
Assistant Superintendent: The Assistants have planned a Ski Trip to Boyne in mid-January. Adam will work with them on the implementation and planning of this event.

By-Laws: these were covered significantly earlier in the meeting

Communications: Justin spoke to Rob Steger on this and there is nothing major to report. The Fall issue is under way and should be ready for edits soon. The current meeting schedule for the committee works well to plan out the full magazine in January at the Turf Conference.

Education: There is an education committee meeting on 10/27 at the Hancock Center. There is a survey out to the members now to collect ideas and direction for the 2017 Spring Meetings.

Government Relations: Nothing to report on a local level, but Adam highly recommended that the Board attends National Golf Day if they can.

Membership: Doug Ware spoke about the need for a list of expired members for the committee to call. Adam will provide the list of expired 2015 Members to Doug for his committee to reach out to these members.

Nominating: Jeff Holmes has reached out to Jesse Shaver about running for the open position he will leave in the Western District. There will also be an open call for nomination for the open positions on the board.

Technician: this is not currently a committee and for now will not be a full committee. Dave Ertl from TCGCC heads up the ad hoc group that plans the Northern Meetings and he will continue to do so. In the future if someone on the Board has a passion for this, then they can form a larger group representing the other areas of the state. It was agreed that a Board Member would need to chair this committee or a Superintendent to keep it organized and relevant.

Scholarship and Awards: Doug Hoeh is the new Scholarship Committee Chairman and has approved and sent out the Heritage Scholarship applications and the Student applications will come out soon.

District/Events: The 2017 calendar still needs a few sites. These have been assigned to different members of the Board who will reach out to courses identified in their districts for site possibilities. Once confirmed they will get the info to Adam to handle the details. There was a discussion of a two day MiGCSA Member Guest that in theory sounds like a great event but there is just no space for more events in our busy calendar right now.

Ad Hock Hiring & Compensation: There is nothing new to report from this committee at this time.
Next meeting: December 7th in Mt. Pleasant
January 26th & 27th Strat Plan: This may be a one or two-day meeting. Justin will discuss with Steve Randall on the best option for our group.
The meeting was adjourned at 3:08 pm