

Minutes
Minnesota Golf Association
Director & Ambassador Conference Call
Wednesday, July 16, 2014

MGA President Ken Gerzsenyi opened the conference call at 8:00 a.m. Ken welcomed everyone to the meeting, and reminded everyone of the new governance model. A smaller Board of Directors, made up of a majority of elected directors, needs to be well informed and active. Attending meetings like today will help you become the best MGA Director possible.

Tom Ryan then introduced MGA staff in attendance - Maggie Leland, Doug Hoffmann, Stacy Sazama, WP Ryan, Joel Comstock and Lisa Overom – and indicated each would be providing an update on their specific area of responsibility.

Financial Update – Tom Ryan

Tom reviewed the June financials at a high level. From a revenue collection view, we are slightly over plan; however, a decline in membership numbers (as Stacy will discuss) will ultimately impact our overall membership revenue. Championship entries are off, but senior tour and member days are on plan. On the expense side, we are over plan through June due primarily to paying senior tour events earlier than expected. We don't have any "problem areas" in the budget at this time.

Membership Update – Stacy Sazama

The MGA membership numbers are holding steady at around 65,600 members, which is down about 700 golfers compared to 2013 at this time. Reviewing our club by club patterns this gap is the result of a combination of course renovations (Keller GC and Olympic Hills GC) and a couple of course closures.

The MGA reached over 1,400 Join Online members. This program continues to be a success for our clubs and provides a convenient way for golfers not already affiliated with a club to join the MGA and connect with a club.

Stacy has been working with a league director at Target to see if there is a way to connect the Target Corp Leagues with the MGA. Stacy has modeled this program on the successful Join Online program. Players register for an MGA membership online through a link similar to the Join Online registration page. We collect the payment and add the player to the Target Roster. Currently, 25 Target golfers have registered for a membership.

This spring GHIN had issues related to server traffic causing the online platform of GHIN to be down or perform at an unacceptable level. GHIN has resolved this issue and has worked with a consultant to determine a strategy. The outcome is to not only use this time to modernize technology and stabilize the system, but use it as an opportunity to truly "reimagine" GHIN and think critically about our products, business models, and how we serve our customers to ensure that we collectively continue to grow engagement with the game of golf. Simply updating technology will not be sufficient.

The Mobile App continues to be a huge success. You can now view your Handicap Label sticker, which is a huge benefit to the member and the MGA. We currently provide at no charge rolls of 360 labels to clubs on an as needed basis. The cost is about \$7 from GHIN.

The course rating teams have been busy hitting up the courses needing to be rated, while many temp ratings (flood) and combo rating requests continue to come into the office.

MWGA Update – Maggie Leland

The MWGA Senior Four-Ball and Four-Ball championship numbers were slightly down this year, but had 92 and 96 players respectively. The Minnesota State Junior Girls' numbers stayed consistent with 54, 58, and 55 entrants in the last three years. These championships were a big success, with great host clubs and competitive fields.

The following events are upcoming, the MWGA Match Play at Minneapolis Golf Club, July 28-30. Entry numbers are up significantly, with 36 players last year and 84 players this year. The MWGA State Amateur at Forest Hills GC, August 18-20. Deadline for entry is August 4. Entry numbers are expected to rise, but would appreciate spreading the word about the tournament to anyone interested. The MWGA State Senior Amateur at Blueberry Pines GC, August 24-25. Deadline for entry is August 11. Entry numbers are low, but with a little less than a month before deadline, numbers are expected to rise significantly.

MWPGA Update – Maggie Leland

The MWPGA Four-Ball Championship had 148 players, which is slightly down from last year, but still a great turn out. The MWPGA Match Play: Had 32 players, with 4 separate flights, and very competitive matches. Host club for this tournament was changed to Phalen Park, as Brookview GC was affected by flooding. The MWPGA Publinks was slightly up to 52 players this year. Host club for this tournament was changed to Monticello Country Club, as Fox Hollow was affected by flooding also. These Championships were also a huge success, with many rounds under par, and great turnouts.

The MWPGA Senior Publinks Championship will be held at Phalen Park on August 4-5. We have 91 players signed up to date, with more coming in every day. The deadline for this tournament is this Monday, July 21, so please spread the word to anyone who is interested!

Championship Update – Doug Hoffmann

The 111th MGA Amateur Championship will be conducted at Golden Valley G & CC this upcoming Monday – Wednesday, and we hope to see most of you in attendance to watch some of the best golf in the state. Golden Valley G & CC is celebrating their centennial and are extremely excited to be the host site for the championship on such meaningful year for them.

The year is already well over half down for the championship department with 40 championships and qualifiers already conducted. Entries were slightly down in the Players' and Amateur qualifiers while, the Senior Amateur and Junior Boys' both filled.

Weather has been a challenge; while it has cancelled any championships it has definitely delayed many of them. There are openings for upcoming championships for players and volunteers so please help spread the word to your local clubs. You can visit the MGA website to sign up to play or volunteer at these championships.

Communications and Web Site Update – WP Ryan

Year to date, the communications department has created: 100+ news stories; 32 photo galleries; 5 videos. MGA staff and freelance contributors have covered about 38 championships and qualifiers for the MGA website. These include MGA and allied association championships, USGA qualifiers and miscellaneous tournaments (state high school, NCAA Div. I-III, MN PGA, etc.). By the time the season is over, we'll have covered 70-72 events for the website.

The MGA launched a new website on June 1. Some year to dates stats: 115,144 users (up 5.4 % over same period last year) 919,736 page views (down 4.5 %; this dip is attributed to a reporting blackout June 1-19). Monday, July 7 was a particularly busy day for MGA staff and website (5 field events going on simultaneously). This is reflected in a high rate of traffic to the website: 3,565 users (up 113% over same day last year); 19,512 pageviews (up 244%).

Some MGA website trends are: desktop users (down 25% over same period last year); Mobile users (up 21%); Tablet users (up 11%). Among mobile devices, Apple products dominate: iPhone (45%) and iPad (34%).

The *Minnesota Golfer* magazine has published three of four issues so far this year, and the revenue trends are doing well so far. Print Advertising: 83% toward hitting 2014 goal; Digital Ads. (web and email): 69% toward goal.

The MGA Marketing & Communications committee met May 30 to review magazine publishing model. A sub-committee will meet by end of summer to review magazine financials and make a report back to the full committee.

Regional Affairs Update – Joel Comstock

Senior Tour membership is down 40 memberships from 2013, which was a record breaking year of 825 members. However, event entries have reached last year's marks even with 6 events being rescheduled due to weather. The new women events have gone very well, with the Mixed Team event almost filling!

MGA Member Day events have gone very well with four of five being full or almost full. Future events scheduled include: Hazeltine National GC and Red Wing GC are 2015 host sites. It is Red Wing GC's centennial year, and the event will help them promote their club during their centennial. The Minikahda Club will be hosting a member's day in May, 2016.

A USGA "Family Meeting" was conducted last week by Tyler Riggin, USGA Director of Regional Affairs – Great Lakes. Some MGA staff, USGA committee members from MN and allied association leadership were in attendance. Many good topics were discussed and ranged from

membership, Project LINKS, US Open Championships update, Drive, Chip and Putt, junior golf and committee members.

The MGA has comp'd two USGA turfgrass visits to The Jewel & Riverside T & CC so far this year, and we are currently looking to find three more visits for this year. We are wondering if anyone knows of any golf courses that would greatly benefit from a visit this summer. Skip Hambright asked if local directors and ambassadors could be notified the exact date and time when Bob Vavrek of the USGA will be at a club for their turfgrass visit.

The MGA Volunteer Appreciation Day is going to be Monday, September 29 at Minnetonka CC...Save the date.

The Affiliate Club Challenge is going well. We are getting some active participation from many affiliate clubs. We increased the prizes for two winning teams and think this is helping the participation level. See the MGA website for current results and details.

Joel will be working on 2015 MGA regional meetings with one being hosted in the metro for the first time in a few years. Joel will be making a trip or two to visit member clubs this fall and he will contact MGA directors and ambassadors if he is in your area. The MGA staff is constantly working to keep all directors and ambassadors informed and active so they can do their best as the eyes and ears of the MGA.

Executive Director Update – Tom Ryan

1. With all the discussion this year on the amount of rain we've had, it's still important to remember that water conservation and usage will continue to be a major topic going forward. Jack Mackenzie, ED of the MCGSA, has been coordinating meetings with state agencies such as the DNR and AG Dept. to discuss "best practices" in the areas of conservation, water management, etc. It is important that the golf industry be seen as a partner and steward of water and other natural resources.
2. Keller GC is having a grand re-opening weekend, beginning with a media day on Thursday, July 17.
3. Please look at the Drive, Chip, and Putt schedule on the website and either attend or volunteer to work if you're able. This is a great way to introduce fun into the youth golf experience and so far it is looking to be a big success in MN.
4. We have several Hall of Fame ceremonies scheduled. Leigh Klasse will be inducted at the MGA Annual Awards Dinner, Fred Boos at a Grandview Lodge event, Betty Swanson at a White Bear Yacht Club event, and Craig Waryan at the PGA Fall Meeting. Lynn Esau Zmistowski hasn't yet decided, and Bill Brask has declined to have a ceremony at all.
5. MGA annual meeting at Brackett's Crossing Country Club on Nov. 4, 2013.

Tom thanked everyone for their help and support during the year. The conference call ended at 9:00 a.m.

Respectfully submitted,

Handwritten signature of Joel Comstock in black ink.

Joel Comstock
Regional Affairs Director

Handwritten signature of Tom Ryan in black ink.

Tom Ryan
Executive Director/COO