
GOLF NEW BRUNSWICK
500 Beaverbrook Court, Suite 440, Fredericton, NB E3B 5X4
Phone: (506) 451-1324 Fax: (888) 307-2963
Email: info@golnb.ca Web: www.golfnb.ca

**SPRING MEETING OF THE BOARD OF DIRECTORS
OF GOLF NEW BRUNSWICK**

**Fredericton Inn
Fredericton, NB**

April 27, 2019

10:00am

1. Call to Order and Welcome

President Mike Hughes welcomed everyone in attendance and called the meeting to order at 10:07 am.

2. Confirmation of Notice of Meeting

Tyson Flinn confirmed that the Notice of Meeting was distributed in accordance with association By-Laws.

3. Approval of Agenda

President Hughes informed the group that the agenda was in the report booklet.

It was moved by Tom Hendershot, seconded by Malcolm Angus that the agenda be approved as circulated.

Motion Carried

4. Registration and Introduction

President Hughes invited all those in attendance to stand, introduce themselves.

5. Approval of the Minutes of the 2018 Fall Board of Directors Meeting

President Hughes asked for a motion that the minutes of the 2018 Fall Board of Directors Meeting be adopted.

Bob Gray moved, seconded by John Brown that the minutes of the 2018 Fall Board of Directors Meeting be adopted as circulated.

Motion Carried

6. Business Arising from the Minutes

No discussion.

7. President's Report

President Mike Hughes highlighted some items of note from his report that was included in the report booklet. He explained that Golf NB has been working towards a new Strategic Plan under the guidance of Sabrina Durepos, Golf NB's Provincial Consultant in the Sport and Recreation Branch of the Department of Tourism, Heritage and Culture. Mr. Hughes had hoped to have the project completed for the Spring Board of Directors Meeting, but there have been some delays and a final meeting must be scheduled before the project can be completed. Once completed, the new Golf NB Strategic Plan will be circulated to clubs and posted on the Golf NB website.

Tyson Flinn (Executive Director of Golf NB), Jeffrey Hutt (Golf Canada Regional Director, Atlantic) and Mike Hughes conducted Golf NB's annual Spring Tour from March 24th through 26th. The tour consisted of five regional meetings, Grand Falls, Gowan Brae, Royal Oaks, Westfield and Kingswood, over a three-day period and 25 clubs participated with great discussions.

Mr. Hughes discussed the tournaments and events that Golf NB will be hosting in 2019 and thanked the facilities for hosting, giving up their golf courses and providing great volunteers. Mr. Hughes went on to highlight that the 2019 Future Links, driven by Acura, Atlantic Championships will be held at the Mactaquac Golf Course from July 16th to 18th and that the 2019 Canadian Junior Boys Championship was being held at the Covered Bridge Golf & Country Club from August 12th to 15th.

Finally, Mr. Hughes thanked the Executive Committee for all the time and effort they put in to Golf NB.

8. Presentation of 2018 Audited Financial Statements

Nick Lawrence, partner at Teed Saunders Doyle & Co. provided an overview of the 2018 Audited Financial Statements. Mr. Lawrence highlighted some of the current assets, revenues and expenditures for the association and indicated that these items were reasonably consistent year after year. Mr. Lawrence also reviewed the Statement of Change in Net Assets, and Statement of Financial Position.

John Brown of the Riverbend Golf Club inquired as to any potential reasons that bank charges doubled in 2018. Golf NB Finance Committee Chair, Margo Dickinson indicated that there was a credit adjustment made in 2017, because of a double payment in 2016, which resulted in a significant lowering of bank charges in 2017, and that the 2018 charges are more in line with historical amounts.

Mr. Hughes thanked Mr. Lawrence and the staff at Teed Saunders Doyle & Co., for their work in preparing the 2018 Audited Financial Statements.

Mr. Hughes called for a motion to approve the audited financial statements as presented. Moved by Margo Dickinson, seconded by Jason Porter

Motion Carried

9. Presentation of Golf NB 2019 Budget

Margo Dickinson thanked Nick Lawrence and his firm for being great to work with and presenting today.

Mrs. Dickinson provided an overview of the association's 2019 budget that had been previously approved by the Golf NB Executive Committee. Mrs. Dickinson reminded the board that Golf NB is a staffed organization and that all programs have human resources components that are all factored into the administration line for simplicity. One exception to this are the costs associated with summer staff, as these costs are allocated directly to tournaments.

Mrs. Dickinson also highlighted a significant change in the 2019 Budget specifically for the 2019 Golf NB Marketing Program, which have come about due to some staffing changes in recent months. With the association be uncertain how it would move forward from a staffing perspective, a position was allocated for in the 2019 budget. However, as the association does not expect to fill the vacant position soon, these savings will be passed back to those facilities who have committed to participating in the 2019 Golf NB Marketing Program. As a result, those facilities will now be invoiced in the following manner;

- **Base Fee** – Will now be \$900.00 (+ Tax) as opposed to \$1,500 (+ Tax) as planned.
 - **First 60 2019 Golf NB 2 For 1 Cards** – Cost per card has been lowered from \$25.00 (+ Tax) to \$15.00 (+ Tax) per card

- **Additional 2019 Golf NB 2 For 1 Cards**
 - Cost per card has been lowered from \$12.50 (+ Tax) to \$10.00 (+ Tax) per card

The reduction in base fee will result in a cost savings of \$600.00 per facility for 2019.

Fundraising is needed as Membership revenues have fallen off. Golf NB will once again be holding a Membership Raffle in 2019 and hopes to see an increase in ticket sales over 2018. Mrs. Dickinson thanked those clubs who donated green fee packages in 2018 and asked that all clubs please share the information on the Golf NB Membership Raffle with their memberships and around their respective clubs.

M. Hughes called for a motion to approve the 2019 budget as presented. Moved by Marilyn Pollock, seconded Malcolm Angus.

Motion Carried

10. Committee Reports

a) Junior / Player Development Committee

Golf NB Junior & Player Development Committee Chair, Jason Porter indicated that 2019 will be an exciting year for junior golf in the province with the Future Links, driven by Acura, Atlantic Championships being held at the Mactaquac Golf Course and the Canadian Junior Boys Championship being held at the Covered Bridge Golf & Country Club this year. Mr. Porter thanked the Covered Bridge Golf & Country Club who will also be hosting the 2019 East Coast Junior Championship in June and the Hampton Golf Club who will again be hosting the NB Pee Wee & Junior Championships during the first week of July.

Mr. Porter stressed that the province needs to continue to grow the game of golf among young people and Golf NB will continue to work with facilities and schools to administer the Future Links, driven by Acura, Golf In Schools Program.

Mr. Porter taught 90 kids at Centennial Elementary during the past week and had a great time and the students will be invited to The Riverside Country Club as part of the "Get- Linked" program. Mr. Porter recommended that all clubs get involved in the Golf In Schools program.

Mr. Porter is very excited about some of the initiatives that Golf NB Technical Director, Bari Gourley is developing for 2019 and beyond. Mrs. Gourley has divided the province into five (5) regions and has engaged several Golf Professionals to help administer the Golf In Schools Program, with the hope being that at least 20 programs run by the end of school.

Mrs. Gourley thanked Kristi & Jason Roach for making Golf In Schools their charity of choice for the 2019 version of their annual Masters Pool. Through their support, four (4) schools were adopted in 2019 and because it was Golf Canada's "Adopt a School Week", the Canadian Senior Golf Association matched those sets resulting in a grand total of eight (8) Golf In Schools Kits being donated to schools in the province.

Mr. Porter explained that the Jump Start Program from Canadian Tire is helping to outfit 12 of the students from the Centennial Elementary School with golf equipment and membership to The Riverside Country Club for 2019.

Chris Billings of Kingswood, talked about the Go Golf Program in Fredericton, which is a program that works with the school system to help underprivileged youth get involved in golf.

Mrs. Dickinson indicated that Pro Kids is another program to help kids play sports that they otherwise could not afford it.

b) Partnerships Committee

Matt Garnett could not be at the meeting, but his report was included in the booklet. M. Hughes announced that Mr. Garnett and Mr. Flinn have secured a 5-year partnership agreement with Argus Audiology. Under the terms of the agreement Argus Audiology will serve as the title sponsor for the NB Ladies Provincials, NB Men's Senior & Mid-Master Championships, the Annual Golf NB Awards Dinner & Silent Auction as well as the presenting sponsor of Golf NB's competitive golf season.

Mr. Hughes also took time to thank all of Golf NB's sponsors for their generous and continues support.

c) Tournament Committee

Gary Melanson, Chair of the Golf NB Tournament Committee, thanked his committee and the staff for their input and help over the winter. He indicated that 2019 will see changes to Golf NB's Playoff Policy to more closely align with Golf Canada playoff policy. The 2019 event schedule is in the booklet. Golf Fore the Cure, with Host Committee Chair Marilyn Pollock, will be held at the Petitcodiac Valley Golf & Country Club August 21st. There have been a few changes in the Golf NB Tournament guidelines, dress code, playoffs and first round pairings.

The Atlantic Championship in Newfoundland in September and at present New Brunswick has a full team. In the coming months the Golf NB Tournament Committee will be looking into the creation of a match play

event for 2020. The event would be for both men and women and would include playdowns as opposed to a single elimination event.

Mr. Melanson reminded clubs that the deadline to submit player of the year events for the 2019 season is May 13th and asked that all clubs have their events submitted to the Golf NB office at their earliest opportunity.

d) Course Rating & Handicapping Committee

Allison Chisholm indicated that her report was previously circulated as part of the report booklet. Ms. Chisholm highlighted the fact that the recent changes to the rules of golf will cause a few changes to the course rating for some facilities in the province.

Ms. Chisholm has made some changes to the tentative course rating schedule which will now see facilities rated every 8 years, as opposed to every 10 as in years past.

Ms. Chisholm reminded board members that 2020 will see the introduction of the World Handicap System and highlighted the "Ask an Expert" section of golfcanda.ca for those who have any questions or would like some additional information. The education process will start in the fall of 2019 and all clubs will need to have someone from their club re-certified in Handicapping before the 2020 season.

e) Membership Services Committee

Brenda Parrott, Chair of the Golf NB Membership Services Committee, referenced her report in the booklet and indicated that she would be happy to answer any questions from the floor.

Mr. Brown thanked Mrs. Parrott for the work she has done in updating the Golf NB Directors Manual, as he has found it very useful.

f) Golf NB Marketing Committee

Shane Hughson, Chair of the Golf NB Marketing Committee, pointed out there have been quite a few change this year with Jeffrey Hutt leaving Golf NB to join Golf Canada full time. Golf NB decided not to attend the golf shows in either Montreal or Halifax and instead have invested those moneys in a three-page advertisement in the *Revue de Golf International*, a Quebec golf magazine with a distribution of 35,000 copies. Additionally, Golf NB has engaged Dwayne Tingley, the former sports editor for the *Moncton Times & Transcript*, to do facility profiles for those marketing clubs that will be used for digital marketing items. Finally, Golf NB will be purchasing some boost on Social Media to help promote New Brunswick as a golf destination.

Chris Billings, Kingswood Golf, asked if only those clubs who have provided a discount for the 2 for 1 card have access to the program.

Mr. Porter confirmed that the original intent of the program was that all facilities would be able to buy into the Golf NB Marketing program, regardless of whether they provided a discount for the 2 for 1 card or not.

Mr. Flinn conceded that this option to participate in the program without offering a discount may not have been communicated very clearly in recent years.

Mr. Hughson also updated the board on the status of the 2019 Golf Map. The program was to be eliminated in 2019, but because of recent feedback from facilities, Golf NB is in the process of preparing a 2019 version and will be distributing it to information centers and facilities once it is complete.

g) Executive Director Report

Mr. Flinn made a presentation to the room that predominantly focused on membership items. Mr. Flinn reminded board members that Golf NB & Golf Canada will again require a signed facility agreement for 2019 and membership invoices will be generated once the agreements are returned to the Golf NB office.

2019 will see the final 13 facilities converted to the new membership model. Golf NB is expected to be down approximately 3,000 members or 21% since the conversion process started in 2015. This was an expected result but does highlight Golf NB's need for continued support from facilities as it pertains to the promotion of the value of membership to the individual golfers in the province.

Mr. Flinn reminded the board that the bulk purchase price for Golf Canada Gold Credits has increased from \$30.00 to \$35.00 in 2019. Mr. Flinn indicated that there will be no changes for 2020, but that 2021 will see the bulk purchase price of Gold Credits increase again to \$36.00.

Malcolm Angus, of the Gage Golf & Curling Club, asked inquired as to whether the Golf NB Directors' tournament will return?

There was some discussion on the matter and Mr. Flinn assured the committee that the event's elimination was more to do with an internal evaluation of the event's benefit and had nothing to do with economics.

Mrs. Pollock suggested that perhaps the event required a champion to initiate some communication around the event, and that it may perhaps need to be run by a host committee with support from Golf NB, much like the ServiceMaster NB Golf Fore the Cure event is now being run.

There was also some varied conversation surrounding the Golf NB Membership Raffle with some suggestions from the floor being as follows;

- Perhaps holding a 50 / 50 as opposed to a raffle to help reduce the amount of work involved.
- Is there a potential of adding a 50/50 to the raffle?
- Can an additional prize be offered for "First Time Members" to try and help generate new members for clubs?
- Has Golf NB considered engaging Golf Town to help drive tickets sales?

11. Golf Canada Report

Jeffrey Hutt, Atlantic Regional Director of Membership gave a power point presentation highlighting the happenings at Golf Canada. Mr. Hutt started by congratulating the Mactaquac Golf Course on their 50th anniversary and the Westfield Golf & Country Club on their 100th anniversary. Mr. Hutt spoke of the recent successes of Corey Connors at The Masters and that Brooke Henderson recently won her 8th win tying for the most wins as a Canadian on any professional tour.

Mr. Hutt indicated that Golf NB & Golf Canada have recently held six (6) separate webinars that were

made available to those facilities who will be completing their transition the new Golf NB / Golf Canada membership model in 2019.

Mr. Hutt highlighted that the Golf Canada Incident Protection claims process has been made easier this year with inclusion of the claim line phone number on much of Golf Canada's membership documentation.

Mr. Hutt informed the group that the process for the delivery of Golf NB Membership packages has changed slightly for 2019. If a club requests to have membership packages shipped to the club, all membership packages will be sent to the club, regardless of when a member is upgraded. Conversely, if the club chooses to have membership packages sent directly to the member, all membership packages for that club will be sent directly to the member's home, regardless of when a member is upgraded. Additionally, an individual's Golf Canada Score Center account will show tracking information for their membership package that will show where their package is at any point during the fulfillment process.

12. World Handicap Initiative Presentation

Ms. Chisholm provided some highlights around the World Handicapping System that will be implemented in January of 2020. The launch will be a culmination of a 4-year project and will see 6 different handicapping systems merged into one worldwide system.

The new system will allow all golfer to play equitably, will be easy to understand and implement, and will incorporate a level of flexibility to reflect different golfing habits from around the world. The system will also reflect variations in playing conditions and a person will only need three (3) 18-hole scores, or 18-hole equivalents, to generate a handicap factor.

The educational material is being finalized and Golf NB hopes to start seminars in the fall as each club will need a certified Handicap person.

13. 2019 Rules of Golf Revisions

Dave Morison, Golf NB Rules Committee Chair, discussed some of the changes in the Modernized Rules of Golf, that were implemented in January 2019. Mr. Morison highlighted the top 20 changes to the Rules of Golf for 2019 and the resources that have been provided to all clubs by Golf NB.

Mr. Morison provided an overview of some of the objectives, outcomes and terminology changes that resulted from the modernization process and made note of a few of the Top 20 Changes that he felt may be of greatest interest to the committee.

Mr. Morison indicated that it would be Golf NB's intent to provide overviews of some of the more significant changes to players playing in provincial events and championships. As well, Golf NB hopes to be able to hold some regional rules seminars once the association has the appropriate documentation and information in place.

14. MCT Insurance

Darrell Coates from MCT Insurance was in attendance and spoke to committee about their partnership with Golf NB and the opportunities that are available for both facilities and individual members of Golf NB to receive significant discounts on their insurance premiums because of the partnership.

15. Election of the Golf Canada Provincial Council

Tom Hendershot finished his term as New Brunswick's Provincial Council Representative in February and Golf NB must elect a person to sit as its Provincial Council representative for 2020. It was moved by Tom Hendershot to nominate Mike Hughes as Provincial Council representative. Seconded by Allison Chisholm.

Motion Carried

16. New Business

Mrs. Pollock discussed a fundraising program that has been implemented for Golf Fore the Cure and provided information to all in attendance.

Ron Harvey Sr. mentioned that Sussex hosted the Canadian Junior Boys Championship event in 2005 and the champion that year was Nick Taylor. Mr. Harvey suggested that Mr. Taylor enjoyed his time in New Brunswick and may be willing to visit the province again in support of the 2019 Canadian Junior Boys Championship.

Mr. Billings asked whether the the Golf NB logo will be changing to match the other provinces. Mr. Hughes explained that a committee has been struck to assemble some potential options and to discuss the potential costs of re-branding the organization.

17. Adjournment

Mike Hughes thanked everyone for their attendance and asked for a motion for adjournment. Peter Hyslop moved that the meeting be adjourned at 12:41 PM.

**Appendix A
Attendance List**

April James – Aroostook Valley Country Club
Joe Sullivan – Covered Bridge Golf & Country Club
Luc Lebel – Club de Golf Fraser Edmundston Golf Club
Mary Walton-Rossignol – Fredericton Golf Club
Arthur Allan – Fundy National Park Golf Course
Malcolm Angus – Gage Golf & Curling Club
Shaun MacDonald –Gowan Brae Golf & Country Club
Grace Wilson – Hillsborough Golf Club
Chris Billings - Kingswood
Kent Shaw – Mactaquac Golf Course
Bob Gray – Maplewood Golf & Country Club
Tim Savage – Miramichi Golf & Country Club
Peter Legacy –Nackawic Golf & Curling Club
Warren Hansen – Petitcodiac Valley Golf & Country Club
Ian Galbraith –Pine Needles Golf & Country Club
John Brown - Riverbend Golf Club
John Skead – Rockwood Park Golf Course
Marc Richard – Club de Golf de St. Ignace
John Adams – St. Stephen Golf Club
Ron Harvey Sr. – Sussex Golf & Curling Club

Golf NB Executive Committee

Mike Hughes –President
Tom Hendershot – Past President / Director for Herring Cove Provincial Park Golf Course
Judy Astle –Vice President / Director Old Mill Pond Golf & Country Club
Jason Porter – Junior / Player Development Committee Chair
Allison Chisholm – Course Rating & Handicap Chair
Gary Melanson – Tournament Committee Chair
Margo Dickinson - Finance Chair
Brenda Parrott – Membership Relations Chair
Shane Hughson – Golf NB Marketing Committee Chair
Jason Porter – Junior / Player Development Committee Chair

Staff & Guest

Tyson Flinn – Golf NB Executive Director
Jeff Hutt – Golf Canada - Regional Director, Atlantic Canada
Bari Gourley – Golf NB Staff
Darrel Coates – MCT Insurance
Nick Lawrence – Teed Saunders Doyle

Past Presidents

John Price
Dr. Doug Brewer
Walter Waite
Dave Robertson
Marilyn Pollock (NBLGA)

Observers

Shawn Miller – Gage Golf & Curling Club
Dave Morison - Golf NB Rules Chair
Lynn Coates

TOTAL NUMBER OF NBGA CLUBS REPRESENTED – 22