

**Golf Newfoundland Labrador  
Annual General Meeting  
Thursday November 26<sup>th</sup> , 2020  
Minutes**

**1. CALL TO ORDER:**

President Ken Casey called the Annual General Meeting of Golf Newfoundland Labrador Inc. to order at 7:03 P.M. NST

- Ken stated that this was his last AGM as president and he thanked the board members and officials that he had the pleasure of working with over the last six years. He noted that these people give a lot of time to assist in growing the game of golf in the province and also on a national level. So he thanked all who he had the opportunity to work with over the last six years.
- Our plan in 2021 is to work with the Department of Health and we look forward to getting back to some kind of new norm for 2021 with regards to golf in the province and at a national level. We have protocols done up for provincial championships and we will be going to our contact within the Department of Health to request permission to hold our provincial championships. We all know the government came out last year and canceled all provincial championships for all sports in the province. So I think golf, being a leader had no issues or complaints with regards to golf in the province. We will lobby hard to be the first one out of the gate to do our provincial championships.
- Ken asked Charlie Beaulieu, Lawrence Applebaum and Jeff Hutt if they would like to bring greetings from Golf Canada.
- Charlie extended a special thanks to Greg, your team of volunteers, the board, the member clubs for creating such a safe environment this summer for the golfers and the employees of the clubs. Unfortunately at Golf Canada we have to make some very difficult decisions early on in 2020 to guarantee the safety of our staff, our volunteers, players and spectators. We have to cancel the majority of our national championships, amateur championships and also professional championships, the RBC Canadian Open and the CP Women's Open. As a result of all this, we have a huge gap in our revenue stream, but some projects and initiatives were realized in 2020.
  - Sean Evans became the first chair of the new golf industry Advisory Council and is working with the golf industry towards a golfer retention strategy and marketing.
  - Diversity and inclusion task force was created to help the sport with multicultural diversity, inclusiveness and acceptance.
  - First Tee Canada will have it's headquarters at Golf Canada, with new chapters in BC, Ont. And Que by 2021 and the rest of the provinces by 2023
  - Presidents cup coming to Canada in 2024
  - 400k raised for Covid 19 protective clothing, 6000 rounds for juniors and 2000 rounds for frontline workers were subsidized for outdoor activities.
- Lawrence Applebaum thanked the board for the invitation and noted that they were unable to run the National Championships, it was also sad that Golf NL were unable to run the provincial championships but people played golf at an unprecedented rate. Golf saved so many of us in this pandemic year. He commented on the great job the

province has done fighting Covid 19 as it has some of the lowest numbers in the country. He was hoping the the pandemic would be in our rear view mirror when we open our clubs in the spring. We are looking forward to teeing it up in 2021 and hosting our championships.

- Looking forward to launching First Tee in 2021, goal is to be in NL in 2022
  - 20 to 30% more rounds were played in 2020 then in 2019 so our sport did better then most. It was the most golf played in our recorded history.
- Jeff Hutt talked about the membership metrics
- Club Membership down by 5% 1400 clubs across the country, 16 in NL
  - Individual members - across the country 220,000, down 5%. In NL 1800, down 4%.
  - Public player - in NL up 9%, nationally up 25% with a big campaign to try and grow this segment.
  - Scores posted to the score centre up by 500,000 scores. 7.7 million posted this year with 7.2 million posted last year. In NL 51,000 posted this year with 43,000 posted last year
  - Incident protection – In NL last year no claims, this year 6 for \$5,500 paid out. People starting to think about and use the program
  - Golf Canada App launched this summer in August, difficult to launch mid season. Good feedback, both from players from clubs and on the app stores, we started to see our rating on both Apple Store and the Google Play Store go up. Good indication that people are using the app. About a month after launching we added a GPS component with good feedback. In the fall looking at shot tracing technology, gaming and First Tee.  
The app has a messaging function that operators can use to provide custom messaging for example, a closing date for the club, specials etc.
  - Covid 19 relief fund – has gotten good feedback with clubs accessing \$1,000 to help buy PPE for workers and volunteers.
  - Number 1 is membership growth- why some of the members have left over the last few years and recruiting new members will be a large focus for us, not only in 2021 but beyond.
  - Thanked Greg Hillier and Dave Campbell for the work they have put into the Covid 19 protocols, procedures and getting them out to the Atlantic members.

## **2. MEETING NOTICE:**

*The initial notice calling the Annual General Meeting of Golf Newfoundland Labrador Inc. was acknowledged being sent on Monday September 1<sup>st</sup>, 2020 with subsequent notices there afterward.*

## **3. ROLL CALL:**

### **Voting Delegates Present:**

Ken Casey	President
Janine Fraser	Vice President
Len Woodford	Secretary
Chris Young	Treasurer

Jim Sloan	Rules Director
Wayne Allen	Junior Director
Sandra Sparrow	Course Rating Director
Dean Sullivan	Membership Director

Jason Hill	Bally Haly Country Club
Keith House	Grande Meadows
Barry Stacey	Grande Meadows
Ryan Vardy	Terra Nova
Leslie Vardy	Terra Nova
Bob Dyckson	Gander Golf Club
Collum Tulloch	Gander Golf Club
Jackie Northcott	Glendenning
Roger Hulun	Harmon
Mike Brown	Grand Falls
Harold Butt	Grand Falls

It was confirmed that a total of nineteen (19) voting delegates, eight (8) representing the Board of Directors and eleven (11) representing golf courses.

**Observers:**

Kay Thompson	Golf Canada Governor
Steve Wedgewood	Golf Canada Governor
Bruce Watson	Golf Canada Competition and Rules committee
Jeff Hutt	Golf Canada Atlantic Regional Director
Lawerence Applebaum	Golf Canada CEO
Charlie Beaulieu	Golf Canada President
David Campbell	Executive Director Nova Scotia Golf Association
Chuck Conley	Bally Haly player

**4. ACCEPTANCE OF AGENDA:**

*It was moved by Janine Fraser and seconded by Jim Sloan to adopt the agenda as presented.*

**Carried**

**5. ACCEPTANCE OF MINUTES OF 2019 ANNUAL GENERAL MEETING:**

The President referred to the minutes of the November 22th , 2019 Annual General Meeting which were circulated.

*It was moved by Sandra and seconded by Dean Sullivan to adopt the minutes as presented.*

**Carried**

**6. BUSINESS ARISING FROM THE MINUTES:**

The President noted that there was no business arising from the minutes of the previous meeting.

## **7. CORRESPONDENCE:**

There was no correspondence tabled at the meeting.

## **8. EXECUTIVE BOARD REPORTS:**

### 8.1 President's Report

President Ken Casey presented the President's annual report (attached), highlighting the list of activities the board and committees were working on over the past year. We lost a longtime volunteer, Dave Moakler, he was always a fixture at our provincial championships for many, many years. He died suddenly. Greg attended to his service in Gander and passed along our condolences to the family.

### 8.2 Secretary's Report

Secretary Len Woodford presented the Secretary's report (attached) which highlighted

- 2020 started with the annual planning meeting, schedule of events for the year and then COVID 19 made it's impact
- Competitions were cancelled for 2020, a number of committee meetings still went ahead to discuss strategies and planning for the next year's events.
- Most of the focus was on marketing golf to the stay at home vacationers, first time golfers and families who were looking for a sport to participate in
- We are looking to fill the following positions: rules director, membership director and competitions director.

*It was moved by Len Woodford and seconded by Jim Sloan to adopt the executive reports as presented.*

**Carried**

### 8.3 Vice-President's Report

Vice-President, Janine Fraser presented the Hall of Fame & Awards Committee annual report (attached).

- We will be seeking nominations for next year's awards and we hope to increase the percentage of nominations through promotions at a club level as well as publicly.
- We also had our Order of Merit awards program for junior golfers put on hold due to the cancellation of tournaments.
- We are pleased to continue to build a junior scholarship program and we've been adding to this fund through fundraising efforts.

## **9. TREASURER'S REPORT:**

Treasurer Chris Young presented the audited financial statements (attached) for year-ending September 30<sup>th</sup>, 2020 with the following highlights

- 2020 audit went well with a clean report
- We are in a good financial position and our cash position is good.
- Our accounts receivable is higher than last year due to government funding approx 100K
- Accounts payable 54K down from the previous year
- Bottom positive line of 7k
- Review of expenditures

*There being no questions or concerns, it was moved by Len Woodford and seconded by Janine Fraser to adopt the audited financial statements for the year ending September 30<sup>th</sup>, 2020 as presented.*

**Carried**

## **10. REPORTS FROM PROVINCIAL STANDING COMMITTEE DIRECTORS:**

### 10.1 Course Rating - Handicap Report

Course Rating/Handicap Director Sandra Sparrow presented the report for 2020 (attached).

- Courses rated in 2020: Pitchers Pond, Pippy Park Admirals Green and Captain's Hill
- In the process of evaluating the data, when completed it will be entered into the USGA site, then published in the Golf Canada site. New rating certificates will be sent to the courses.

### 10.2 Hall of Fame Report

Vice President Janine Fraser tabled the 2020 report (attached).

- Hall of Fame committee was somewhat dormant this past year. We will be avidly seeking nominations for next year's awards and hope to increase the percentage of nominations through promotion of this event at a club level as well as publicly. We would like to encourage all of you at the various courses to give consideration for potential candidates who may be worthy of nomination throughout the next season.
- We also had our Order of Merit awards program for junior golfers put on hold. Obviously, without the tournament's running, there was no means for them to gain points to the system. We hope to see this improve in the next season and that will allow us once again to recognize the hard work and goals achieved by these young golfers.
- We are pleased to continue to build a junior scholarship program and we've been adding to this fund through fundraising efforts. We have added \$3,000 this past season going directly into our junior scholarships program. We look forward to awarding scholarships next year.
- Our committee, Joanne Coleman ( Western) Roger Soucy( Central) Heber Smith ( Eastern) Gary Stamp( Avalon) will continue to work together in 2021 to promote

our awards programs to ensure that those individuals who have made a significant impact on golf in our province receive the recognition they deserve.

### 10.3 Junior Report

Junior Director Wayne Allen presented the 2020 Junior Report (attached). Several items were highlighted.

- Only three clubs didn't run a Junior program due to Covid, clubs that did have junior programs reported great success with full programs and some had waiting lists. Goal is to maintain the momentum and to help rebuild the programs at the clubs that were unable to operate this year.
- Tely Tour and Junior championship were cancelled. Juniors had a fun non competitive year.
- Golf In Schools program was also cancelled due to Covid 19 and safety concerns
- Development team was halted in the spring but commenced in late October indoors. They train on a weekly basis and will continue till Christmas. We have 20 players on the development team 13 boys and 7 girls.
- Junior golf is doing great with support from Golf Canada with the future links till the First Tee program is up and running.

### 10.4 Marketing Report

In Marketing Director Ed Roche absence Greg Hillier tabled the Marketing Report for 2020 (attached).

- Greg thanked the members of the marketing committee for their hard work. With the loss of the tournament events Golf NL launched a digital marketing program. We ran a 30k Playcation program to complement the provinces Staycation initiative. We developed a separate page for promotions and a social media campaign with a combination of static and paid advertisement. The final report that was developed by the Idea Factory highlighted some massive increases in uptake through our website, Twitter account and Facebook page. We developed some videos using local ambassadors and personalities which ran on our YouTube channel ,as well as Twitter. I can't say enough about ACOA for supporting us in terms of these endeavours.
- Hopefully with the support of ACOA , next year we plan to do a total revamp of our website to make it more user friendly and to continue to build on the Playcation program.

### 10.6 Membership Report

Membership Director Dean Sullivan tabled the Membership Report for 2020 ( attached)

- We further developed a tournament that was inspired in 2019. The motivation of this tournament was to find a means to grow and expand the membership of Golf NL, Golf Canada, and our golf course partners. We are primarily looking to introduce new fringe players to the sport and grow their passion for the game. The result is a two person

tournament to be launched in 2021. For the first year, the field has been limited as a pilot program and structured to introduce competitive and fun golf to new and occasional players. The philosophy is for the tournament to be very simple, introducing the handicap system and the rules of the game to the competitors. The fundamental target was set to have each two person team have a minimum combined handicap of 28. The results of the Gulf Canada survey indicated that 14 was the average handicap of players in Newfoundland which formed this target. It is scheduled to launch the pilot program for 2021 with six courses as listed in the report. In 2021, we will add two to four members to the membership committee and work with the Marketing Committee to launch, finalize and run the qualifying and championship tournaments.

### 10.7 Rules Report

Rules Director Jim Sloan tabled the Rules Report for 2020 (attached).

- 2020 was a difficult year for our referees with the cancellation of all tournament events especially the provincials.
- Two referees were successful on the Golf Canada exams, Paul Comeau and Liam McErlean level 3 and 2 certification respectively.
- Bruce and I are planning for the rules Webinar to begin in January 2021
- Looking forward to 2021 and that our provincial championships will take place.

*It was motioned by **Jim Sloan** and seconded by **Chris Young** to accept the standing committee reports as tabled. **carried***

## **11. MEMBER CLUB REPORTS:**

There were a total of five (5) clubs in attendance with the following courses providing a written or verbal report:

### 11.1 Bally Haly

Jason Hill reported;

- We saw an increase in the number of rounds
- Shop sales were a little bit lower just due to the decreased traffic running through the shop, but hopefully that'll pick up next year.
- We ended up not having our invitation tournaments this year but hopefully the ladies and mens tournament will be a go for next year.

### 11.2 Glendenning

Jackie Northcott reported:

- Both courses wintered really well, we opened the Willows May 8 and Glendenning May 20
- Most golfers were compliant with the Covid protocols and just happy to be golfing
- We switched to on line booking with most golfers adapting to it easily
- We are up 7000 rounds at Glendenning and 4000 at The Willows which is good since weddings and events were non existent.
- We had our game cards today and sold out in 30 minutes which was the fastest to

date.

- After 19 years, our golf pro Paul Kelly has decided to move on and try something new, we are sad to see him go but wish him the best and thank him for all the work he has done over the years.
- We are currently recruiting a new golf pro and have some interesting applicants.
- Our challenge for next year is just to keep the momentum going and hopefully we'll still see the uptake next year.

### 11.3 Terra Nova Golf Resort

Leslie Vardy and Ryan Vardy reported;

- We had an excellent year considering we were in a pandemic
- We like to thank everyone for their help and support over the year

### 11.4 Grande Meadows

Barry Stacey and Keith House reported;

- Thanked Golf NL, Greg Hillier and the board of directors, for all the help during the pandemic in getting our courses open for the year and also the member clubs who put a lot of ideas into the process.
- Our membership for adults was up slightly but we saw a big increase in youth. We saw a doubling of our Junior Golf and Future Links programs.
- For the adult members the number of rounds was up by 45%
- We had a good year and it bodes well for our future
- Thanked the board of directors and persons putting their names forward this year. Thanks to Greg Hillier and President Ken Casey for his years of work
- We took advantage of the Golf Canada relief program and would like to thank Golf Canada for their support during the pandemic.
- Hoped to see everyone next year for our invitational

### 11.5 Gander

Collum Tulloch reported

- 2020 was a different year which presented several challenges, however with the support of our members, visitors, executive and staff, it was a successful year for our golf club.
- Our membership increased across all categories, especially in our young adult. It was encouraging to see past members returning and more rounds being played than in the previous years.
- Overall the condition of our course was excellent and with the purchase of new equipment we hope to further improve the player's experience.
- We had to make difficult decisions regarding other areas of the operation, annual events such as our mens and ladies invitationals, weddings and parties are also cancelled. Reduced traffic had an impact on our bar and restaurant operation which we closed earlier than normal.
- Our junior program did not go ahead which was a tough decision to make, considering how important junior golfers are to the future of our club and sport. We hope to welcome them back in 2021, especially now that we have our junior chair person for the first time in seven years, who brings a wealth of coaching knowledge and is motivated to increase junior golf at our club.



- I'd like to thank Golf Canada for their COVID refund, which we availed of. I'd like to thank Greg and Golf NL for the support during the season, especially in liaising with the government and providing information and resources in respect of the COVID-19 pandemic .
- The marketing campaign has been excellent and a great benefit to golf in Newfoundland and Labrador. Our Golf Club appreciates your efforts.
- We would like to echo Golf NL's sentiment regarding the sad passing of Dave Moakler a true gentlemen, he will be missed.

#### 11.4 Grand Falls

Mike Brown and Harold Butt reported

- We were really pleased with the year we had, the course is in great shape.
- Golf rounds were up. We've had some challenges with the course over the years but with a new superintendent things are looking better.
- Our membership was on par, we had three extra members but a difficult year for losing members.
- Junior golf program, we had 60 kids participate safely, there were some challenges but we managed.
- Covid gave us a chance to reflect on areas of our course which we needed to do and we will benefit from that as well.
- It was a good year for us financially compared to most years. I would like to thank Ken Casey for his contribution to the association, thanks to the board of directors of Golf NL and Greg Hillier, who I have been working with for 20 years, his communication skills are excellent.

### **12. NEW BUSINESS:**

#### 12.1 2021 Annual General Meeting

The President Ken Casey – We will defer the 2021 AGM date due to Covid 19 and will announce the date earlier in the new year.

### **13. REVISIONS TO CONSTITUTION:**

The President reported, a committee has been created to review the constitution and will be getting together in January to start the review. They will present any recommended changes to the constitution at the AGM next year.

### **14. APPOINTMENT OF AUDITORS:**

*It was moved by Chris Young and seconded by Jim Sloan to appoint W. P. Collins as the auditor for Golf Newfoundland Labrador Inc. for the fiscal year ending September 30, 2021.*

**Carried**

### **15. ELECTION OF MEMBERS TO THE BOARD OF DIRECTORS:**

Executive Director Greg Hillier thanked outgoing President Ken Casey for his time, dedication and

expertise in helping in the growth and development of golf in Newfoundland and Labrador. On behalf of the Nominations Committee Chairperson, Executive Director Greg Hillier tabled a report (attached) listing the nominations for the various vacant positions on the Board. He advised that nominations from the floor would be accepted. At the conclusion of the nomination process the following positions had been filled:

President – Janine Fraser	Acclamation
Vice – President – Dean Sullivan	Acclamation
Junior Director – Wayne Allen	Acclamation
Rules Director – no nominations	vacant
Marketing Director – Ed Roche	Acclamation
Membership Director- no nominations	vacant
Competition Director – no nominations	vacant
Course Rating Director – Sandra Sparrow	Acclamation

*It was moved by Chris Young and seconded by Jim Sloan to destroy the ballots from the elect.*

**Carried**

## **16. PRESENTATION OF 2020/21 BOARD OF DIRECTORS**

President – Janine Fraser

Vice-President – Dean Sullivan

Secretary – Len Woodford

Treasurer – Chris Young

Competitions Director – Vacant

Course Rating/Handicap Director – Sandra Sparrow

Junior Director – Wayne Allen

Marketing Director – Ed Roche

Membership Director – Vacant

Rules Director – Vacant

The president asked if there were any questions/ concerns from the floor for the Executive Director or

the board of directors:

Chuck Conley asked why we were the only province in Canada not to host a amateur competition and how other provinces were able to host their events especially given our low covid numbers.

Ken Casey replied that the provincial governments and Dr. Fitzgerald basically banned all provincial competitions, regardless of the sport. That is basically the biggest reason we couldn't move forward with any competitions. The decision by the province was not lifted during the year and is still in place.

When the province makes the decision to allow tournaments we will be ready to safely have them.

Janine Fraser also added as difficult as it was for anyone who participates in competitions, I think the priority for golf and for Golf NL was to get people back on the golf courses and have our member courses survive business wise. So I don't think there was a high priority to have competitions and I personally feel that our government made the right decision. We as a board discussed it, voted and unanimously agreed that this was the best way to go for this particular season.

Janine thanked Chuck for his comments.

## **17. ADJOURNMENT:**

*There being no further business the meeting adjourned at 8:42 P.M. on a motion by Sandra Sparrow and seconded by Jim Sloan.*

**Carried**

Respectfully Submitted by,

Len Woodford

Secretary

Golf Newfoundland Labrador Inc.