THE FIRST TEE
CENTRAL COAST

Honesty Integrity Sportsmanship Respect
Confidence Responsibility Perseverance Courtesy Judgment

BOARD OF DIRECTORS

Dr. Robert Moss, *Chairman*
Matt Porter, *Vice Chairman*
Joe Bush, *Secretary*
Greg Siadal, *Treasurer*
Nicki Anderson
Dr. James Benzian
Jean Conway
Sheila Davidson
Linda DeTarr
Ed Edick
David Gronsky
Whitt Hollis
Matt Lane
Bonnie Lauer, LPGA
Eddie Murray
Steve Petersen
Andrew Sherman
Lori Vereker

ADVISORY COUNCIL

David Alpert
Justin Anderson
Darren Avrit
David Blaemire
Andy Chou
Andrew Chung
Ron Cossa
Tony Cossa
Mike Courtright
Rudy Duran
Geoff Fargo
Jeff Forster
Carol Frazzano-Bailey
Don Gragg
Granville Harper
Josh Heptig
Chris Janeway
Ed Murray
Mike Nelson
Tim Nightingale
Doug Oneal
Earl Severo Jr
Dr. Greg Pritchett
Jerry Pimm
Gary Setting, PGA
Gary Simpson
Tony Vallejo
Scott Westlotorn

STAFF

Butch Breeden
Executive Director/Development
Jessani Johnson
Executive Director
Billy Gibbs, PGA
Program Director
Bart Ellerbroek
Dir Participant Opportunity
Terri Benson, PGA
Mike Brabenec, PGA
Doug Crane, PGA
Jim DeLaby, PGA
Julia Puscheck, PGA
Bonnie Lauer LPGA
Kyle Marme PGA
Darren Avrit
Paige O'brien PGA
Lori Vereker

Children need a coherent structure of values; they need caring mentors who model those values; and they learn best when actively engaged in fun social and physical activities. The mission of The First Tee Central Coast is to provide learning facilities and educational programs that promote character development and life-enhancing values in the context of the game of golf for youth in San Luis Obispo and Santa Barbara Counties.

Meeting Minutes
THE FIRST TEE CENTRAL COAST
BOARD OF DIRECTORS
Regional Board Meetings
Thursday March 8th 2018
Noon, Uppercrust (San Luis Obispo)
4:00, Joe Bush Board Room (Santa Barbara)

Attendees: Butch Breeden, Jessani Johnson, Billy Gibbs, Joe Cantrell, Rob Moss, Joe Bush, Greg Siadal, Nicki Anderson, Jean Conway, Sheila Davidson, Ed Edick, David Gronsky, Whitt Hollis, Matt Lane, Bonnie Lauer, Eddie Murray, Andrew Sherman and Lori Vereker.

The meeting was called to order by Board Chairman, Rob Moss, at noon at Uppercrust and 4:00 in SB.

I. Fundraising/ Announcements

a. 2017 ACE Status: We are one of only two Pacific Region sites to achieve this honor along with Pasadena. Thank you to everyone and their efforts for making this happen.

b. Board Tracking Sheet (Jess)- These were emailed out to everyone individually. Difference in 2018 is we have added a column to track meeting attendance.

c. Stewardship (Jess)- Jessani prepared a list of people that had donated over $500 in the past 6 months, some with phone numbers and some with addresses. Jessani also brought TFTCC note cards and envelopes and board members were asked to take cards and names that they would send cards to and or call to thank them for their donations. This is not an ask, just a thank you, as an addition to normal thank you letters that go out within the week we receive a donation. An attempt to up our stewardship efforts.

ll. Reports

a. Programming overview (Billy)- See attached overview of our Winter 2018 programming numbers. This is the first Winter where we have ever achieved our goal numbers. Our goal was 438 participants and we had 443.

b. Junior High Program (Jess)- Coach Page is currently doing programming at SBJHS with approximately 700 students, Coach Terri completed programming at Laguna Middle School for 406 students, and coaches will be starting programming this month at Orcutt Junior High School.

c. NSP (Jess)- We have just added 14 schools, 12 in the Santa Maria Bonita School District and 2 in the SB School District. All teachers except for 3, have completed their online training, and Julia is delivering equipment to them as they complete training. By the end of this month we should have all 14 schools implemented. In SB we discussed the low bar that is set for tracking NSP and

that we would like to improve this. David Gronsky had some suggestions, Jessani will follow up with him on this. Jessani will also schedule a time when David and any other interested Board Members can come watch a PE teacher delivering NSP program at an elementary school in SB. In SB Whitt Hollis asked how he and the board can help get programming started in Ventura. Possible sites may be River Ridge & Victoria Lakes, where our Coach Page has a connection to a golf pro. Jessani will follow up on this with Billy, Page and Butch.

d. Poker Tourney (Jess)- Darren's Poker Tourney/Golf fundraiser will be on April 7th. See attached flyer for information, he is requesting help from the board. He is in need of dealers, greeters and most importantly getting the word out and getting people registered to play. Online registration is available on the website.
e. Spring Classic (Jess/Butch)- April 28 at Monarch Dunes. We currently have 15 foursomes. We have a goal of 36. Entry registration forms were passed out and we are asking all board members to help with getting foursomes and sponsors, volunteering at the event and helping to solicit auction items.
f. Charity Mania Fundraiser (Jess/Butch)- Thank you to everyone for either selling your 10 tickets Butch mailed you, or returning them to us so someone else can sell them. So far we have netted over $1300 in this fundraiser. Coaches are selling them as well, and we have promised a pizza party to the class that sells the most. Deadline for tickets getting activated is April 4.
g. No-Show (Jess/ Butch)- Ed Murray has started the process of designing this year's brochure. It should be completed by the end of this week, printed next week and mailed out by the end of next week. Our goal is to raise $12,000.
h. Grant Report (Joe)- Joe Cantrell, our grant writer, passed out the attached calendar of all of the grants that we are planning to apply for this year. He encouraged people to let us know if anyone has connections to any of these, or has ideas of any others. In SB David Gronsky made a suggestion that La Cumbre Country Club member, Stafford Kelly is someone that should be approached for planned giving or grants. He is connected with Exxon. He also suggested there are other members that give to the LCC tournament that should be asked for more. Butch and Jessani will follow up on this.
i. AT&T Pro Am / Chevron (Rob & Billy)- Rob, Jessani and Butch went to the AT&T Pro Am on Feb 9th as guests of Chevron. We talked extensively with Juliet, our Chevron contact. She was disappointed that we were not recipients of a grant for this tournament, due to the recipients being chosen by Monterey Peninsula Foundation and a committee of 12 people of which Chevron only has 2 votes. She is hopeful that we may have another chance at a grant later this year for The First Tee Open. She will push for this on our behalf. Billy and Rob spoke about the STEM Zone for the kids, Billy went up to the tournament with a bus full of 40 participants and they had a great time.

lll. Action Items

a. 2018 Budget (attached)
b. 2018 Strategic Plan (attached)- In SLO meeting Matt Lane made a motion to pass the 2018 Budget and the 2018 Strategic Plan, Eddie Murray seconded. In SB Whitt Hollis made the same motion, Joe Bush seconded. **Motion passed**.

lV. Consent Agenda:

a. Meeting Minutes (1/11/18) attached
b. Financials through 2/28/18 – attached
c. 990 (attached)- In SLO meeting Jean Conway made a motion to pass the consent agenda items, Nicki Anderson seconded. In SB David Gronsky made the same motion, Greg Siadal seconded. **Motion passed**.

V. New Business:

a. Board Profile Worksheet (ZONE requirement) – attached- Jessani explained that the TFT Home Office has a requirement that we complete this worksheet and turn it in to them by March 30th. We also need all board members to complete an online survey. Jessani will send the link for this survey out following the meeting. Please make an effort to complete this survey as soon as possible. We need at least 80% of our members to do this in order to fulfill ZONE requirements. Hugh Smith, our Regional Director, will join us at our next meeting in May to discuss the results.

Vl. Remaining 2018 Meetings:

- May 10
- Sept 13
- November 8 (joint meeting in SM)
- December 13 (strategic plan in SB)