

# First Tee Board Meeting Minutes

Thursday, August 13, 2020

Board meeting occurred at 12:00PM via Zoom for all Board members (COVID19):

In attendance were Dr. Robert Moss, Jessani Johnson, Butch Breeden, Lori Vereker, Andrew Sherman, Nicki Anderson, Billy Gibbs, Matt Porter, Bonnie Lauer, Randy Shannon, Carrie Wood, Sheila Davidson

## 1. Introductions / Fundraising

### a) Welcome & Introductions (Jess & Rob)

Carrie Wood, new Board member from north county was introduced to everyone. She grew up as a daughter of a golf professional. Carrie plays recreationally. She loves the idea of passing on the game to new generations. Carrie grew up in Bonsall. She then went to Cal Poly, got a Bachelors in plant science, then a Masters in Agriculture and got her PhD in Plant Science from the University of Adelaide in Australia. She worked in wine industry for 12 years. Now focuses on her own small business and raising kids.

### b) Board Tracking Sheets (Jess)

Sent to all Board members, no questions

### c) Case for support (Butch)

Elevator speeches, case statements and white papers. Butch sent info to Board members that was written by a past Board member: How to take time to tell people about First Tee; What we are about, why we do what we do; How to make the case for support, make the ask for donation. Butch went around to each Board member to ask why they became Board members. Any of the things the Board members said could be used as an elevator speech. An elevator speech means that you have to tell the people on the elevator a new thing about your topic on each floor. Everyone shared their personal why.

## 2. Reports/Discussions

### a) Strategic Plan Update (Jess)

Everyone received a copy of the updated Strategic Plan and a one page overview of status. Programs with kids are going well. Our fundraising is good as far as Board giving. Board fundraising plans and events are off because of COVID. A few things to work on through 2020, fund raising committee, developing donor giving levels and working on our major donor and planned giving plans. The events that are on track are the NoShow tourney, the Spring Classic, and Golf mania ticket sales. Summer and Fall Classic tournaments are cancelled because of COVID. We need to make up about \$50K. We need to focus on how we might make that up. Grants are doing well overall. Four grants already received. It

appears that we have another \$30k coming in. That will leave us \$6000 short of our goal. Butch gave paperwork to Eddie Murray for the Smith Family Foundation. Eddie thinks they will give us something this year.

Outreach, NSP and after school programs through YMCA's Girls Inc. etc are off track due to COVID. Programming is going well except for Spring session which was cancelled because of COVID. Strategy 4, Board Governance, needs attention during upcoming strategic planning meeting.

b) La Cumbre Golf Tournament / and replacement fundraising ideas (Butch/Jess)

Butch got notification that La Cumbre is not allowing guests at all. We could have used Santa Maria CC, but they required \$7K up front and we could not justify that expense given that late timeframe. We did have a tournament committee meeting and came up with ideas. Jessani came up with a COVID classic, similar to the NoShow tournament. Ask people that normally play in the La Cumbre tournament to donate. Probably raise a max of \$20,000. Billy came up with a 100 hole putt-a-thon. Get people to pledge a dollar a hole through Board members, coaches and participants. People could watch live feed of the putting using participants, coaches, etc. This might raise as much as \$20,000. Butch and Billy will take charge of that. Butch talked to Sandpiper about a First Tee Chapter Challenge. It would have three foursomes playing at their home golf course, play a given game, and then pick a winning club based on net scores of the foursomes. Charge each player \$200 as a donation to First Tee. First place club would get \$200 per player for shop credit. Second place would be \$100 per player. Grosses about \$24,000, net about \$20,000. This must be a net event. Discussion followed: Course ratings involved as well to even the playing field. Maybe two man teams instead of foursomes. Perhaps do a perpetual trophy instead of cash prizes. Also, maybe do the top three teams at each facility, to determine top course. Expand to both SLO and Santa Barbara Counties. Think of adding sponsorship dollars into the event as well. Use big signs at each course to advertise for the sponsors. Also think of getting golf rounds donated to winning groups. We would pick a week to complete the entire event. Try to average 6 teams per club, but certainly do not limit the number of participants. Ask clubs to consider hosting twosomes as a member and a guest to encourage participation. We are looking toward October to do this event. Butch and Jessani will develop a flyer and a sponsor sheet for the event. They will share it with Board members to get input and ideas.

c) Summer Programming Report / Fall Tentative Schedule (Billy)

We have been challenged with protocols and guidelines. Jessani is a rockstar. Out of 11 potential sites, 8 courses worked with us. We had a total of 252 kids this summer, almost completely full. We added classes where coaches and courses could work them in. Protocols based on PGA Back to Golf, Jr. Golf and First Tee recommendations. Summer registrants were given a 24 hour window to register before it was opened up to the rest of the public. We had about 100 kids register in the first 3.5 hours of that 24 hour period, with \$9000 coming in during a few hours of the registration period. We are adding two classes, one at Hunter Ranch with Andrew Sherman as lead coach, and one at Morro Bay with Coach Matt Craddock. Given the shorter days in the winter, can kids come a bit earlier in the day because many are doing school classes online? Paso is still out of the program. Huge shoutout to Dairy Creek (

Josh) and to SBGC (Randy) for being so amenable to hosting First Tee classes at their courses. Fall classes are still limited in size according to what coaching staff and facility can accommodate.

d) PPP Loan update (Jess)

We got the PPP loan in May (\$31,000). We have applied for forgiveness, but have yet to hear back on that application. American Riviera Bank has been very helpful and they think the loan will be fully forgiven given our application.

3. Action Items The following action items were moved and seconded:

Consent Agenda

a) Minutes from May 14, 2020 meeting

b) 7/31/2020 P&L & Balance Sheet

No questions, Randy made motion, Lori seconded, all in favor, motion passed.

5. New Business

a) Benchmarking (Jess/Rob)

Rob said we are number one in our group for benchmarking . We are in great standing, hitting all the marks. There are 5 sections in the First Tee Headquarters Benchmarking: Program Participation, Program Delivery, Financial Performance, Network Involvement, and Board Governance. We did very well in every area of the 5 benchmarking areas, except financial performance. In a group of 11 chapters, and we are number one of the 11, based on 2019 benchmarking. This being said we still have a lot of room for improvement.

6. Old Business

a) Golf Mania Fundraiser Update (Butch)

Tickets sent out to Board members to sell, we had two winners from the first event. We had 8 unsold tickets that would have been winners. We still have the Masters and the British Open (cancelled, but the players you have for the British Open will be counted in the Masters as well).

b) Safesport Background Checks & Safety Training Requirements (Jess/Billy)

All Board members, volunteers, coaches and staff must do this background check and training. We must complete it by the end of the year per the requirements of First Tee HQ. Everyone has been sent a link, please make sure this gets done.

7. Announcements

a) Remaining 2020 Meetings: - Joint Meeting SMCC , November 12, 2020. This may have to be a virtual meeting.

b) Strategic Plan Meeting, Thursday, December 10, 4-8pm Location TBD