first tee
central coast

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Our Mission: To impact the lives of young people in Santa Barbara, Ventura and San Luis Obispo counties by providing educational programs that build character, instill life- enhancing values and promote healthy choices through the game of golf.

First Tee – Central Coast Board Meeting Minutes

Thursday, February 11, 2021

The meeting was a virtual meeting called to order at 4:02pm on Thursday, February 11, 2021. In attendance were Jessani Johnson, Dr. Robert Moss, Lori Vereker, Carrie Wood, Thayer White, Carol Bailey, Linda DeTarr, Whitt Hollis, Manny Arceo, Andrew Sherman, Mia Cameron, Bonnie Lauer, Matt Porter, Sheila Davidson, and Barbara Kummer

1. Introductions / Fundraising

a) Welcome & Introductions (Jess & Rob)

Manny Arceo – newly moved to area, came from Nike, loves the area, excited about First Tee.
Thayer White – from Santa Barbara, played golf at UC Berkeley, coached on Boise Univ. men's golf, moved back to the area and works at Brown and Brown insurance. He wants to give back to the community and he feels that First Tee is an awesome organization to be a part of.
Linda DeTarr – son has been with first tee from 6 years old to beyond high school. He helped Billy coach in his high school years. Linda was a former board member; she took a few years off, but is glad to be back on the Board

b) Board Tracking Sheets (Jess)

Jess explained board tracking sheets for new board members

c) Stewardship (Jess & Rob)

We are getting thank you cards made. Jess has a list of donors since last meeting. Jess would like Board members to volunteer to send a note, email or call those donors. Please send an email to Jessani to volunteer.

d) Case for support

This is the elevator speech reminder. It is a method to convey quickly in a brief conversation what we do. We teach core values, life skills and healthy habits through the game of golf. We try to reach kids who would not normally have access to the game of golf. Jessani has examples of a couple of different elevator speeches.

2. Reports

a) Appeal Letter results (Jess)

We had 54 responses for a total of about $17000. Personal notes were much more effective

b) 2021 Grant Schedule (Joe)

Joe did not join meeting.

c) 2021 Fundraising Plan (Carol)

Past Board member, ran auction at La Cumbre for many years, fundraising is her passion. She is retired so she can put a lot of effort into this. Golfmania tickets popular with people she talks to. She is looking for help from the Board to get more donations or gift certificates from restaurants or the like and to join the tournament committees. Questions and explanations of Golfmania tickets were discussed. They need to be purchased before the Masters tournament (April 6). Reach out to Carol if you are interested in participating on the various tournament committees.

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or participate in selling Golfmania tickets or other fundraising events. Andrew suggested having a formal fundraising letter we could leave with businesses or other contacts. Jessani has them and they are available on the Board portal of the website. Whitt is getting contacts in Santa Barbara. He wonders if we are opposed to or forbidden from donations from the cannabis industry. Jess and Robert will look into it. Matt also has cannabis industries that would be willing to donate. The cannabis industry has to give back to the community as part of their business licenses in CA, so they could be a good source of fundraising.

d) Winter Programming (Billy)

Billy could not attend the Board meeting because he had programming scheduled for this time. Winter programs started the second week of January. The only places we are still not doing programs at Alisal, Paso Robles golf course and Saticoy Regional because of COVID. All other sites except no fee sites are up and running. Goal for winter was 384 participants, we have 420 enrolled. Winter programming is going very well. If you are interested in the details, all the attachments are in the Board Portal on the website. Golf is popular because it is one of the few activities that kids can do during the pandemic.

3. Action Items

a) 2021 Strategic Plan (Jess) - everyone should have received a copy

b) 2021 Budget (Jess)

We got our second round of the PPP loan ($31,250), so that is reflected in the budget. Riviera bank has been exceptional in helping with that process. The budget looks good; we would be projected to make approximately $22,000 at this point. Jessani met with Greg to go over the budget.

c) Board Member Movement (Rob)

- New prospective member (SB) – Thayer White, Manny Arceo
- Returning member (Nipomo) – Linda DeTarr
- Nicki Anderson, Matt Lane, & Butch Breeden to Ambassador Council

Motion (Andrew) and second (Mia) to approve, passed unanimously.

4. Consent Agenda

a) Minutes from November 12, 2020 meeting

b) End of year P&L & Balance Sheet 12/31/20

c) Jan 31, 2021 P&L & Balance Sheet

d) FTHQ Required Documents:

i Risk Management Policy

ii Gift Acceptance Policy

Motion (Mia), second (Bonnie) to approve consent agenda. Passed unanimously

5. New Business

a) Committees (Social Media & Fundraising) – Rob

Carol to create two fundraising committees, northern and southern. We will leave it to her to do that,

Social Media committee – Manny will chair and manage that committee to establish what is called for in the Strategic Plan. Facebook fundraising is a good opportunity for those who are

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facile with Facebook. We are also listed on Amazon Smile as a charity you can contribute to. Jessani is working on a quarterly newsletter to send to all participant parents that will outline charitable contribution opportunities.
Risk management committee – policy is established, handled by the executive committee on an ad hoc basis.
b) 3 forms to sign and return to Jess via mail or email: 2021 Board Expectations, Conflict of Interest, Social Media Policy (Rob) The forms are included in Board meeting packet. Please sign and return to Jessani.
c) PPP Loan – second round (Jess) covered above

6. Old Business
a) Payroll changes – Payroll cost increased due to State mandate of not having contract employees, they all have to be paid employees. All employees must be paid twice per month, instead of once, which increases cost. And also, all coaches were made employees rather than contractors.
b) New Insurance Policies – our insurance costs were high compared to other chapters. She found a new provider with much better rates. But insurance overall went up because of new headquarter requirements for insurance.

Remaining Meetings in 2021: May 13, August 12, November 11, December 9

Meeting concluded at 4:50pm