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Our Mission: To positively 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, May 13, 2021

The meeting was a virtual meeting beginning at 12:00pm on Thursday, May 13, 2021. In attendance were Jessani Johnson, Dr. Robert Moss, Lori Vereker, Billy Gibbs, Manny Arceo, Cathy Wagner, Claire Alford, Linda DeTarr, Thayer White, Whitt Hollis, Mia Cameron, Andrew Sherman, Sheila Davidson, Carol Frazzano-Bailey, Randy Shannon and Carrie Wood.

1. Introductions / Fundraising

a) Welcome & Introductions (Jess & Rob)

No discussion

b) Board Tracking Sheets (Jess)

No discussion

c) Stewardship (Jess & Rob)

Thank you from Jessani for the Board participation in thanking our donors. She has more names and information if Board members would contact her.

d) Participants Claire Alford and Cooper Groshart (Billy)

Claire Alford is an outstanding participant from our chapter that just received her ACE participation award. Less than 1% of participants nationwide achieve this. She is the first to do it for our chapter. Golfing for Life was her project, highlighting personal growth, golf skills and educational opportunities. She was accepted to all the colleges she applied to. Claire said thank you to everyone for coming. She appreciates her first tee family. She would not have been able to achieve everything without her First Tee support. Volunteer service, helping with First tee classes is a light in her life. She will be attending Santa Clara University in the fall. Billy is an amazing coach and mentor. Billy announced that Claire has been chosen as A First Tee scholarship recipient for 2021. She got a gift basket from FT headquarters with college swag and other gifts. The First Tee also sent her a backpack, a hat, and a water bottle. Claire will also be invited to golf in Florida with other First Tee scholarship recipients.



Billy also announced our FTCC participant, Cooper Groshart, who has been selected to participate in the First Tee National Championship, in Clemson North Carolina this June. This is an amazing opportunity as there are only 24 boys nationwide that are selected. It will be covered by the golf channel.

Congratulations to Cooper!

e) Guest speaker Cathy Wagner from HQ (Jess)

Cathy congratulated Claire. Cathy has been with First Tee for 20 years. Our chapter really shines and Claire is a shining star in our chapter. This chapter has a special place in her heart. She works to cultivate major gifts for First Tee and individual chapters. Major gifts are \$250K or more. Her job is to identify, reach out, host events and stewardship for these donors to facilitate fundraising. This work is all about relationships; do they have an affinity for golf, kids, funding. She will be running some lists for Jessani to go through with her to try and get involvement from some of our local donors. She encouraged Board members to provide her with names of any possible donors that they know about.

2. Reports

a) No Show Tournament Results

· We received just over \$13,000 from participants in the tournament, along with a check from Caddy Shack for \$5000. That puts us very over our goal of 15k for this event. Prizes will be mailed out or delivered by tomorrow.

b) Program Update (Billy)

Cheers to coaches that have really stepped up. We had 420 kids for Winter program (goal was 384), Spring programs are growing and we still have demand. We have added classes and currently have 480 registered (goal was 396). Summer registration opens in 2 days. We still have 3 sites with no programming because of COVID, but we are still above goals. We have waiting lists for kids at most sites. We have added coaches and coaches have increased their certification levels. We plan to send 3 Level 1 coaches to Monterey for Level 2 training in the Fall. Paulding Middle School wants to start up again in the Fall. Billy and others arranged our first Participant Tournament for the kids which took place in March. They had a Skins tournament with about 60 kids attending. There is another planned in July as it is very popular. Billy did a great job of organizing it and the kids and parents gave high praise. They all want more!

c) Fundraising update (Carol)

Challenges have come up recently, The La Cumbre course has a water reclamation project during the tournament we had planned. So it was cancelled. She is looking into the Alisal Ranch course to have the tournament, and maybe another course that could host us. SLO Country Club will not be open when we were planning to do our tournament. She feels she can still get enough auction items for all the tournaments if she can get them planned at other courses. She is looking to add a third tournament, maybe a couples tournament at Monarch Dunes on either the Old Course or the Challenge course.

d) Social Media Committee (Manny)

He expressed congratulations to Claire. The Social Media Committee met a few months ago to discuss platforms and where we can expand. He went over the number of followers on various platforms. Facebook is our biggest audience for parents, sponsors and interested followers. We have all of our events and fundraising activities up to date on Facebook. Millennials comprise most users on Instagram, with a majority in the Hispanic community. This is a good avenue to push First Tee programs. He would like to push some Spanish language content here. This is also a good place for our participants to do testimonials and the like. Twitter users are mostly in the 18-39 age group, and mostly affluent millennials. We could add retweets of our courses and programs and get fundraising info out via Twitter. We need to add more users for this platform. YouTube is the most visited site in the world. YouTube is viewed by lots of Gen Z people worldwide. We have a YouTube channel which we need to better utilize.

This is a good place for instructional videos and the like. We would like to push the First Tee platform there; add testimonials and instructional videos to push out to this audience. There was some discussion amongst various people about what they use, possibilities for the various platforms and how to give or raise funds through those platforms.

e) Strategic Plan Progress

Jessani sent an updated document out to Board members. We are on budget for Golf Mania and No Show tournament. Our other fundraising is in trouble. Our outreach is struggling due to schools not being in session. Our programming is doing well.

3. Action Items

a) New prospective Board member

Whitt has found a new prospective Board member, Aaron Crocker. Whitt met him with his Board shirt on which got the discussion started. Aaron has a young boy and would like to get much more involved. He is with a financial firm. He met with Whitt and Jessani and will join us at our next meeting.

4. Consent Agenda

- a) Minutes from February 11, 2021 meeting
- b) Financials: 4/30/21 P&L, 4/30/21 Balance Sheet
- c) 2020 990

Rob made suggestion for a mms; Sheila Davidson made the motion, Linda DeTarr seconded, it passed unanimously.

5. New Business

a) 2020 Benchmarking results.

Out of 8 chapters in our peer group, we came in first place overall. Three of the categories were significantly affected by COVID: Program Participation, Program Delivery & Financial Performance. We received 129 out of 200 possible points. In the area of Board governance, our Chapter got 2nd place out of all 150 chapters. Additionally, our Chapter got first place for network involvement (following the guidelines and getting information to the network) out of all 150 chapters. Programming is doing great, but the numbers dropped dramatically because of the lack of school participation. A document showing the benchmarking results was provided to the Board.

b) Regional Network meeting – Jess/Rob

There will be five 2-day meetings nationwide. All board members are invited and encouraged to attend. Phoenix Nov 2-4 is the closest meeting. There is also one in Minneapolis, October 12-14. Billy will be going to the Phoenix meeting. Jessani cannot make that one because of family commitments. Registration will open in July. Anyone interested in attending please contact Jessani. Our chapter will cover the cost of your registration fee & possibly hotel room if budget allows. You will be responsible for airfare & travel expenses.

6. Old Business

a) **Legal name change** – We are now “First Tee – Central Coast or FTCC” rather than “The First Tee of Central Coast or TFTCC”. This is for our Fictitious Business Name filed with the county offices in SLO & SB Counties. Our legal name of Central Coast Junior Golf, Inc remains the same.

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

Meeting adjourned at 1:15pm