

First Tee Board Meeting Minutes

Thursday, November 11, 2021

The meeting was a virtual meeting at 4:00 pm on Thursday, November 11, 2021. In attendance were Jessani Johnson, Dr. Robert Moss, Billy Gibbs, Lori Vereker, Bonnie Lauer, Sheila Davidson, Greg Siadal, Manuel Arceo, Mia Cameron, Linda DeTarr, Whitt Hollis, Randy Shannon, Andrew Sherman, and Eric Bell. We also had a guest participant speaker, Jacob Zakaria. Meeting adjourned at 5:05pm.

1. Introductions / Fundraising

a) Welcome & Introductions (Jess & Rob)

Rob thanked everyone for participating. He also commended the Board for doing well on their Board tracking sheets.

b) Board Tracking Sheets (Jess)

Tracking sheets were delivered electronically to all Board members. These are a way to help Board members keep track of Board member contributions to events, and other activities. Thank you to all for the different ways you contribute.

c) FTCC Participant Speaker (Jacob Zakaria)

Jessani indicated that Jacob is 17 and is currently a junior at SLO high school. He has been with Coach Terri since he was about 5. His older brother played in the Pebble Beach tournament many years ago. Jacob was selected to play this year. He is here to tell us about his Pebble Beach experience. He was also THE player chosen for a 4 year scholarship. And he was also chosen for the Innovators Forum in October, which used to be the participant of the year.

Jacob indicated he was fortunate to be selected to play at Pebble Beach. He was almost in tears upon his return home because it was such a great experience and he was coming back to normal life. He thanks everyone from the First Tee for making that happen. In the Innovators Forum he was taught leadership, and given a project on how to improve our communities. His community plan focused on the homeless population in SLO/5 Cities. He was also selected for the Leadership Council with Joe Barrow. Billy said that Jacob was chosen as the 1 person to get the scholarship out of 81 participants. Big congratulations to Jacob. Jess indicated that Terri said he is so helpful as a leader and mentor with her programming. The colleges he is applying for include UC Berkeley, Stanford, and other Ivy League colleges. He will major in medicine. Robert Moss told Jacob that he makes us proud – this is exactly why First Tee exists. Andrew asked, what is your favorite hole at Pebble Beach? Jacob indicated that going in, it was 7, but coming out it was 6 because he got an eagle. Andrew also asked what Jacob took away from playing with Jeff Sluman. Jacob said that Jeff had a lower ball flight, he was very precise and that every shot was well thought out. His putting was really good as well, and he had a very calm demeanor and recovered quickly from bad shots. Jess said that when they were notified about the scholarship, Coach Terri, his family and Jess all went up to support him for that selection. He was poised and handled himself so well. Jacob said that his family, Terri and Jess were hiding behind the fence when he was announced as the winner of the scholarship. He was very surprised by all of it.

2. Reports/Discussions

a) Fall Classic Golf Tournament Results (Jess)

It was a crazy, bad weather day. We did well considering the horrible weather. The tournament had a gross income of \$72,801 (goal was \$80,000) and a net profit of \$41,151 (goal \$53,000). Given the bad weather, the new location and the fact that we did not have a live auction and the silent auction was rushed, we did okay. We also did not meet the sponsor goal, so that is something to work on for next year. Jess thanked all who were there to help. Mia, especially was a rock star. Sheila had a question as to whether we could shoot for La Cumbre again next year. Jess said we were already looking toward that. The after event and the auctions were not good because of the weather. Jess also mentioned that Andrew got a donation of many nice wines, but because of some communication errors, it was not included in the auction. Jess is looking for a way to use the wine, maybe a holiday basket that could be auctioned off via email.

b) End of Year Programming Report (Billy)

Programming numbers have been great! Some sites have been amazing. Randy has done very well in helping us orchestrate expanding days and class size at SBGC. We reached 112% of our participation goals for 2021. We have the best coaching staff in the network and great facilities. Coach training is good and active with more coaches increasing their certification level and more coaches getting certified.

c) Strategic Plan Update (Jess)

We were just fair in meeting our Fundraising Strategy. Our events were off track with a goal of \$193,000 and our actual being \$109,000. Grants exceeded the goal of \$90,000, with our actual amount being \$104,000 with three more grants outstanding. Our Outreach Strategy was on track once we got back in schools in the Fall.

Programming was on track with site programs exceeding expectations (1923 participants vs a goal of 1724 participants). The middle school program did well once we could get back in schools with 815 kids participating vs the goal of 1000. The Board Governance Strategy was fair to on track. We were on track for Board donations and help with fundraising. A focus for next year will be to recruit new Board members with only 15 members (goal of 20) left by year's end. The next Strategic Planning meeting is slated as three separate Zoom meetings on December 9.

d) Succession Plan Update (Jess)

Jess sent it all to people for their reading. Billy will stay through 2022. He was going to leave at the end of 2021. He is hoping to stay on as a consultant or some unpaid roll after 2022.

3. Action Items

a) Board Member Changes

Eric Bell – prospective new board member

Eric lives in Carpinteria with his wife and 11 month baby. He grew up around the game as his father was a teaching pro. He views First Tee as an opportunity to help out the community. He is working with Connor as an assistant coach. He is thankful to be a part of the group.

Lori Vereker – moving to Ambassador Council

Bonnie Lauer is moving to the Ambassador Council as well.

Rob asked for a motion to approve Board member changes. The vote was moved and seconded by Greg and Mia, respectively. It was approved by all.

Lori's position of Secretary needs to be filled. Jess asked people to consider volunteering for the position.

4. Consent Agenda

a) Minutes from August 12, 2021 meeting

b) 10/31/2021 P&L and Balance Sheet

A motion was made by Linda and seconded by Mia to accept all items on the consent agenda. It was unanimously approved.

5. New Business

a) New Website Launch (Jess)

The Home Office announced that they were launching a new website. Jess has spent considerable time working with them on that project. It launched on Monday. It is similar but easier for parents to register their kids. It also adapts better to various platforms and devices than the old site.

b) Health Insurance for Full Time Employees (Jess)

This was never provided before because full time employees did not need it. In 2022, Terri & Jessani will need it. There is nothing to vote on now, but start thinking about it. Jess has reached out to other chapters to see how they do it. In most cases, chapters pay for 80% and employees pay for 20%. Billy will not need it. Randy said he would like to see the Chapter pay for 100% to support our full time employees

c) Tournament Director Position (Rob)

The position started this year. Recent discussion in the executive committee is that Jess is stretched too thin. They are suggesting a co ED who also serves as a tournament director. Two people working together as a team to cover the ED, PD, and tournament director positions, especially when Billy leaves. This year we transitioned by hiring Carol as the tournament director. We need to evaluate how that worked for us and develop a plan for 2022. That plan needs to include how to replace Billy when he leaves. There needs to be an executive committee meeting to discuss options. Billy wanted the Board to know that Jess is a rock star in the ED position. Other chapters call to see what our chapter is doing because we have such a good reputation.

d) ED End of Year Evaluation (Rob)

We will quantify what a good job Jess is doing. Jess said she feels very supported by the Board.

e) Board Member Recruitment and Matrix (Jess)

Board Member Matrix was sent out as a meeting document. Please look through it to help us evaluate which areas we are lacking & use it as a useful tool for board recruitment.

6. Old Business

a) Annual Appeal (Jess)

Julia made packages for the Board members who volunteered to help. There is a place at the bottom to write a quick note on each letter. You should have also received a pre-addressed, stamped envelope, along with a small envelope for the return donation. Please put them in the mail no sooner than Nov. 15 as that is when they are dated.

b) Safesport Safety Training Requirements Update (Billy)

He was on a network meeting these past few days. There were questions as to why do board members have to take the training if they are not around young people. It is because board members are in a position of power and because they should walk the walk. Safety protection isn't just about the kids, but about adults as well. Thanks to all who did the training. We will contact you if you still need to get this done.

7. Announcements

a) Remaining meeting in 2021:

Annual Strategic Plan meeting, December 9, 2021

b) 2022 Meeting Dates:

2/10/2022, 5/12/2022, 8/11/2022, 11/10/2022