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Jessani Johnson
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 Billy Gibbs, PGA
 Program Director
 Mia Cameron
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 Matt Craddock, PGA
 Connor Chartier
 Jim DeLaby, PGA
 Billy Gibbs, PGA
 Julia Puscheck, PGA
 Bonnie Lauer, LPGA
 Kyle Marme, PGA
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**First Tee Central Coast Board Meeting Minutes
 Thursday, February 10, 2022**

The meeting was a virtual meeting at 12:00 pm on Thursday, February 10, 2022. In attendance were Jessani Johnson, Dr. Robert Moss, Billy Gibbs, Sheila Davidson, Greg Siadal, Mia Cameron, Whitt Hollis, Randy Shannon, Andrew Sherman, Eric Bell, David Posnick, Thayer White, Barbara Kummer, Carrie Wood and FTHQ representative, Lexie Milford. Meeting adjourned at 1:15pm.

1) Introductions / Fundraising

a) Welcome & Introductions

Rob thanked everyone for attending and asked each person to give a brief introduction.

b) Board Tracking Sheets – Jess presented the end of year tracking sheet for 2021, noting the total contributions from the board's efforts in 2021 totaled \$60,513, thanking everyone for a job well done in 2021.

c) Stewardship – Jess let everyone know she could use help with thanking those that have made a contribution since our last meeting. She has a list of donors she would like to receive a thank you note, call or email from a board member. Many volunteered to do this, Jess will follow up with contact information.

d) Case for Support – FTCC board member and Coach, Whitt Hollis, spoke on his rewarding experience as FTCC Coach at Santa Barbara Golf Club and encouraged anyone who hasn't yet watched the program in action, to come visit a class.

2. Reports/Discussions

a) Appeal Letter results – Jess reported that our 2021 Appeal was a success with 89 people contributing (57 previous year), \$30,522 was collected (\$17,176 previous year) and 69% of those who responded received a personal note. Thanks to everyone that contributed and wrote personal notes and especially to the committee, Sheila and Barbara.

b) Charles Schwab Grant Challenge Results - Jess reported that thanks to everyone's efforts in 2021 we are eligible to receive the maximum amount possible from Charles Schwab in 2022. There were 2 eligibility requirements to benefit from this opportunity:

1) Unique donors in 2021 must be equal or higher than unique donors in 2020 and 2) 2021 DGR (donor generated revenue) must be higher in 2021 than 2020. The formula to determine how much each chapter receives is: 2021 DGR – 2020 DGR and then divide by 2 for total (up to \$25k). For our chapter this meant \$271,338 - \$216,861 = \$54,477, divided by 2 = \$27,238.5, which means we receive the maximum amount allowed which is \$25,000. We should get this money in April. The requirements to be eligible for this grant money in 2023 will be the similar, comparing 2022 DGR with 2021 DGR, although the maximum allowed will go up to \$32,500. Important to note that this year's \$25k we receive from Charles Schwab will not be included in our 2022 DGR. We will have to work very hard in 2022 to maximize this grant again. Total DGR will need to be above \$271,338 to be eligible and will need to be as high as \$336,338 to receive the maximum possible of \$32,500 in 2023.



c) 2022 Fundraising & Spring Classic Update – Mia was introduced as our new Development Director for 2022. Mia reported that we will be having 6 fundraisers in 2022 including Spring Classic Golf Tournament at SLOCC on March 28, The Summer Classic Golf Tournament at Mission Club in Lompoc on June 12, the Fall Classic Golf Tournament in October in SB at either Sandpiper or La Cumbre CC, Golf Mania Tickets Sales for the 4 major PGA tour Tournaments, our No-Show Tournament (April), and our Annual Appeal at the end of the year. Right now our focus is on selling golf mania tickets (each board member is asked to sell 10, or more if you want to) and our Spring Classic. Our committee is just getting started and we have just finalized the entry form and sponsor sheet (attached). Registration is also available on our website, click on “events”. We need your help with the following: recruiting foursomes to play in the event, finding sponsors, and getting auction items donated for a silent auction. We would love to have themed baskets, wine, gift certificates, golf, hotel stays...anything you can come up with. Thank you for helping and contact Mia with any donations and or questions. Mia.firsttee@gmail.com.

d) Winter Programming – Billy reported that our coaches are doing an amazing job. He presented our winter numbers at all sites. For our traditional programming sites we have 475 participants registered versus our goal of 470 and in addition we have 97 participants registered for our no-fee programs, with our total for winter at 572. Billy also reported we will be having a Level 1 Coach training for our chapter in May and he encourages anyone interested in coaching join us for this. For more information please contact Billy at billygibbs@pga.com.

3. Action Items

a) 2022 Strategic Plan – Jess presented the plan and it was also emailed to everyone in January. This plan is made from the notes taken at our Strategic Plan Meeting held in Dec of 2021 & includes goals and action steps for fundraising, board governance, programs, and outreach for the year.

b) 2022 Budget – Jess emailed everyone a copy of the budget on Monday to review. Greg reported that he felt it was a conservative and doable budget and we should do well this year. Randy brought up concern that Jessani’s salary does not seem to reflect adequate cost of living increase, Jess explained that the budget does include a \$5000 increase to her salary as well as a \$5000 to Billy’s salary, it isn’t necessarily easy to see this in the document for 2 reasons: payroll changes skewed the 2021 payroll numbers slightly and Jessani’s salary is reflected in 3 categories in the P&L (admin, programming and fundraising).

c) Board Member Movement – Rob reported the following changes:

David Posnick – prospective new board member from Santa Ynez

Josh Heptig, Linda DeTarr & Bonnie Lauer – moving to Ambassador Council

Rob asked for a motion to approve all three Action Items listed above. The vote was moved and seconded by Mia and Sheila, respectively. It was approved by all.

Consent Agenda

a) Minutes from November 11, 2021 meeting

b) End of year P&L & Balance Sheet (12/31/21)

c) Jan 31, 2022 P&L & Balance Sheet

d) FTHQ Required Documents: Risk Management Policy & Gift Acceptance Policy

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

5. New Business

a) Board Recruitment – Rob reported that we are in need of new board members. Please be on the look out for people you think would be a good fit and would benefit our chapter. Please connect any prospects via an email or phone call to Jessani. Barbara reported she may have a prospect & will follow up with Jess.

b) LPGA Event at Saticoy Club – Jess reported that this event will be Oct 6-9, 2022 and she is working on connecting with those running the event to see how our chapter may benefit and or get involved. Eric mentioned that the Director of the event expressed the need for volunteers. Jess and Eric will follow up on this and report back.

4.

c) 3 forms to sign and return to Jess via email or mail: Board Expectation, Conflict of Interest & Social Media Policies.

6. Old Business

a) Health Insurance & Employee Benefits – Jess reported that she is still working on getting a health insurance policy in place for full time employees that need it, Jessani & Terri. We should have this done by March 1. Cost is included in the 2022 budget. Also exploring option of Aflac, supplemental benefits for any employees (FT & PT) at no cost to the chapter.

b) New Website Demo – Jess shared her screen and walked everyone through a demo of how to navigate our website, where to find the board portal, events, contact lists, etc. We finished with watching the video our FTCC alum, Claire Alford, made for our chapter. It can be found on our website under “stories” and is a great video to share with anyone interested in learning more about what we do.

7. Announcements

a) Network Meeting – This is scheduled for Nov 16-18 in Dallas & all staff, coaches, volunteers and board members are invited to attend. Contact Jess for more details and information if you have interest.

b) Remaining meetings in 2022:

May 12 @4pm, August 11 @ noon, November 12 @ 4pm and December 8 (Strategic Plan) time and place TBD