

#### Board of Directors

Dr. Robert Moss, Chairman  
Matt Porter, Vice Chairman  
Manuel Arceo  
Eric Bell  
Mia Cameron  
Aaron Crocker  
Sheila Davidson  
Whitt Hollis  
Barbara Kummer  
David Posnick  
Randy Shannon, PGA  
Andrew Sherman  
Thayer White  
Carrie Wood

#### Ambassador Council

Nicki Anderson  
Darren Avrit  
Dr. James Benzian  
Butch Breeden  
Joe Bush  
Andy Chou  
Andrew Chung  
Ron Cossa  
Tony Cossa  
Linda DeTarr  
Ed Edick  
Geoff Fargo  
Jeff Forster  
Carol Frazzano - Bailey  
David Gronsky  
Josh Heptig  
Matt Lane, DDS  
Bonnie Lauer, LPGA  
Eddie Murray  
Tim Nightingale  
Jerry Pimm  
Gary Setting, PGA  
Earl Severo Jr  
Gary Simpson  
Lori Vereker

#### Staff

Jessani Johnson  
Executive Director  
Billy Gibbs, PGA  
Program Director  
Mia Cameron  
Development Director

#### Coaches

Darren Avrit  
Terri Benson, PGA  
Mike Brabenec, PGA  
Matt Craddock, PGA  
Connor Chartier  
Jim DeLaby, PGA  
Billy Gibbs, PGA  
Julia Puscheck, PGA  
Bonnie Lauer, LPGA  
Kyle Marme, PGA  
Page O'Brien Jasinski, PGA  
Alicia Allison  
Whitt Hollis  
Rory Doll

# First Tee Central Coast Board Meeting Minutes Thursday, May 12, 2022

This meeting was a virtual meeting via Zoom at 4:00 pm on Thursday, May 12, 2022. In attendance were Jessani Johnson, Dr. Robert Moss, Randy Shannon, Eric Bell, Thayer White, Carrie Wood, FTCC Participant Guest Speaker Doug McColm, and Guest Speaker FTCC Coach Darren Avrit. Meeting was called to order at 4:05pm.

## 1) Introductions / Fundraising

- a) Welcome & Introductions** – Rob welcomed everyone and thanked them for attending.
- b)** Rob announced the passing of Board Member Greg Siadal & we spoke briefly of the impact he had on our chapter. We will miss him immensely as a board member and friend.
- c) Board Tracking Sheets & Stewardship**– Jess presented the 2022 tracking sheet, Rob noted the total contributions from the board's efforts are \$27,254, and thanked everyone for their efforts so far for 2022. Jess asked for volunteers to send thank you letters, calls, and emails and all in attendance volunteered. Jess will mail out contact info to you.
- d) Participant Guest Speaker**– FTCC participant Douglas McColm spoke briefly about his First Tee experience. He has been with our chapter at the SMCC site with Coach Julia for 5 years, is a freshman in HS, plays for his HS golf team and was in the #2 spot this year!
- e) Billy's Retirement Party** – FTCC Coach, former board member and longtime friend of Billy Gibbs, Darren Avrit, joined us to propose the idea of a surprise party to celebrate Billy's 18 year career with our chapter. Billy will be moving to Florida in January of 2023 and will be retiring from his Coaching role in our chapter but will stay on as a remote, part time employee in the role of Program Director. Although he won't be leaving the chapter entirely we still feel a send off party would be a great way for his current and former participants, along with his First Tee families and friends, to say goodbye and end this chapter of his First Tee career. He has positively impacted the lives of thousands of central coast lives. Darren will be the point person for planning this party, Jess will send an email to all board members & coaches, a committee will be formed to plan the event. Once there is a plan in place Darren will reach out to the board to see how we can financially help support the party. Anyone interested in being a part of the planning process should reach out to Darren at [darrenavrit@gmail.com](mailto:darrenavrit@gmail.com).

## 2. Reports/Discussions

- a) No Show Tournament results** – Jess reported that our total collected for the No Show Tournament this year was \$11,360 which is \$3,640 short of our goal of \$15,000. 15 winners were randomly drawn on May 9th by Mia and Jess and prizes will be sent out next week.
- b) Program Update** – Jess reported programs are going strong. We currently have 1283 participants registered this year so far and should have no problem reaching our goal of 1886 by year end. We are noting a bit of a slow down in registrations this summer, most likely due to covid restrictions loosening and families being able to travel again. Thayer asked about history of having a program at Alisal as he has contacts there. Jess will follow up as David has also expressed interest in coaching there.



**c) 2022 Fundraising Update** – Mia was not able to attend the meeting because she was at a Level 2 coach training in Seattle. Jess updated on her behalf. Our Spring Classic at SLO CC was rescheduled due to weather conditions and will be held on May 23rd. We have collected \$28,000 to date for this event and hope to reach our budgeted goal of \$40,000 by the day of the event. We are still hoping to add a few foursomes so please spread the word. We currently have 23 teams playing and would love to have a minimum of 25. After this event we will start plans for the Fall Classic at Sandpiper on September 19th. We hope all of our South Board members will participate in the planning of this event. More details to come in the next few weeks. Please contact Mia at Mia.firsttee@gmail.com with any questions.

**d) Strategic Plan Progress vs Goals** – Please see the linked [Strategic Plan Update](#) with all topics covered. Overall we are coming in a little short for Golf Mania Tickets & No Show Fundraisers. We hope to make this up with exceeding our goals for the Fall Classic and our Annual Appeal as well as perhaps adding an Online Auction (see Auctria topic below). Outreach & Programs are on track. Board Governance needs work in the areas of recruiting board members & filling Executive Board positions of Secretary & Treasurer. Thayer mentioned he has people he knows that he will reach out to. We encourage all of you to please think of recruiting ideas and introduce any interested prospects to Jessani. Jess will also reach out to our FTCC parents and donors.

### 3. Action Items

**a) New Check Signers** – Currently our only two check signers are Butch Breedon (retired ED in Nipomo) and Greg Siadal (Treasurer that passed away in February). Our representative at American Riviera Bank recommends we have at least 4 check signers. Rob reported that the Executive Board has decided to add 3 new check signers, Dr. Robert Moss, Randy Shannon, PGA and Marguerite Cameron so that we will have 4 total. Jess noted that she, as ED and bookkeeper holds the checks but is not a check signer and the 4 check signers do not have access to the checks, which is a good practice to keep our chapter safe.

### 4. Consent Agenda

We did not have a quorum and will save the approval of the following consent agenda items for our next meeting on August 11, 2022.

-4-30-22 P&L

-4-30-22 Balance Sheet

-2021 Tax Form 990

### 5. New Business

**a) Online Auction Service** – Jess presented the idea of adding an online auction to our fundraising efforts. Several other chapters do these and have had great success. All in attendance agreed this would be a win win for our chapter, Carrie shared positive experiences she has had with online auctions through her kid's schools. This is something that could be used in conjunction with our tournament events or as a stand alone event. Jess shared the auction page for the South Dakota Chapter as an example. [Click HERE](#) to view. The cost for the service FTSD used is \$320 per year with no additional fees, they don't take any % of the proceeds sold. We hope to utilize this service for sure in 2023 and perhaps even as soon as our Fall Classic in the fall.

### 6. Old Business

**a) Board Recruitment** – Already covered in topic above. We are urging all board members to help us recruit more board members. Thank you for our help with this.

**b) LPGA Event at Saticoy Club** – Eric reported that he and Jess attended a meeting with the event coordinator (Patrick Healey) for this LPGA tournament scheduled for Oct 6-9, to discuss options for FTCC involvement and possible fundraising. The key takeaways from this meeting were:

·Title sponsor MEDIHEAL (Korean cosmetics brand) is not big on community support/donations, the primary

purpose of their sponsorship of the tournament is to host their guests (clients)

·Tournament would be able to help First Tee Central Coast with more 'experiential' options versus direct financial support.

·Possible opportunities for First Tee Central Coast

o Junior clinic with LPGA player(s) during Tournament Week

o "Behind the Scenes" Saturday of Tournament week

§morning tour behind the scenes of the tournament, including tour of the Golf Channel broadcast setup. Q&A with professional in the media center, kids were able to interview the player. Fireside chat about the business side of golf.

§afternoon spent watching the tournament

·FTCC kids as Standard Bearers

·Wednesday Pro-Am

§\$12,500 per foursome, get to play with LPGA pro Wednesday before the tournament

§Also includes Tuesday night Pairing Party

§FTCC gets 15% (\$1,875) for each foursome purchased via our network

Patrick is working on putting together a 1 page Informational PDF we can send to our donor database about the ProAm opportunity.

## **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. Jess will send out more information about the schedule of events planned. We hope we can have a big group from our chapter attend. Our chapter will cover the cost of registration for the event, and a dinner out while there, daily meals are included in the registration cost, and board members would be responsible for their hotel & travel arrangements.

**b) 8th Annual Tom McFadden Charity Golf Tournament** – Randy reported on this event which will be held on July 9th at SBGC to benefit our First Tee Chapter and the Russ Morrison Junior Golf Program. In the past Kiwanis has helped with the collection of money for this event and in return ½ of the proceeds went to Kiwanis and the other half was split between both Junior Golf programs. This year with Jess's help Kiwanis is not involved, payment processing is going through FTCC and so entire profit goes to SB area Junior Golf. Goal is to have 30 foursomes and a junior golfer from either program will walk and join each foursome. Awards ceremony and dinner follow the golf round. Anyone interested in supporting this event can find the registration details on our website under events or on the SBGC website as well.

### **Remaining meetings in 2022:**

August 11 IN PERSON @ noon in SLO for lunch (place TBD) and @4pm at Mulligans in SB, November 12 @ 4pm and December 8 (Strategic Plan) time and place TBD

**Meeting adjourned at 5:15PM**