

Golf Committee Minutes

May 30, 2017

Danny Thornton presiding

In attendance: Danny Thornton, John Comninaki, Steve Washburn, George Vaughan, Keith Austin, Gordon Cudd, Glenn Gentry, David Leffke, Doug Bellaire, Bobby McCurley, Rob Pearson, and David Phillips

Danny moved the minutes of the previous meeting be approved as submitted and minutes were approved.

The One Day Member Guest was reviewed and was positively received. It did have to be postponed one week due to rain which reduced the field from 34 teams to 18 teams. The consensus was that if the event had not been postponed it would have been a huge success. While the event was still a success the postponement took away some of its momentum. A date was proposed for Friday, October 13th. Marketing for this event will focus on Friday the 13th. Steve Washburn thought tee gifts for the guests were needed to help draw interest. Gordon Cudd motioned that the event be scheduled and Steve Washburn be chairman. The motion was seconded and all approved.

Colleen Wilson wanted it to be known the reason she has not attended any meetings as the President of the BWGA was because she had not been receiving the emails. Her email has been corrected and she is back on the mailing list.

An update on the planning of the Member Guest was given by John Comninaki. He showed the committee the belt and hat that participants would receive and they would also be able to choose a shirt from Donald Ross. There was an issue with names being deleted from the sign up list but that issue has been resolved to the best of our knowledge. George Vaughan wanted it to be known that he thought it was fine to have a flight play against par if it was not filled. As of now there are 48 teams and 1 on the waiting list.

An update on the planning of the Member Member was given by John Comninaki. There will be two principle changes to the event this year. 90% of handicaps will be used for all players and if partners have a difference in handicaps of 8 or more then the high handicap player will be reduced by an additional 10%. Friday's round will be a 9 hole alternate shot to speed up play. George Vaughan wanted to try to do heavy hors d'oeuvres and have the auction in the Men's Club room. George would talk to Brad about seeing if that was a possibility. The entry fee will also be raised to \$250 because lunch will be provided both days.

Doug Bellaire brought up a new event for the Senior Men that mimics the Member Member on Wednesday, June 7th. It will be a \$10 entry fee and all the money will go back in prizes. Hopefully this becomes a yearly event.

An update on the planning of the Club Championships was given by John Comninaki. Bobby McCurley said he thought the age of the Super Senior division be changed from 63 to 65 to coincide with the VSGA. The age has been changed from now on to 65 for the Super Senior division.

A new tee time system started in the golf shop which puts all tee times on an online system. The system went live May 1st for the golf shop to use and the ability to schedule tee times went live over Memorial Day weekend but not advertised yet to the membership. A new tee time policy was adopted that tee times can be made for the weekend the Monday prior and tee times for every other day can be made 7 days out. Tee times are now available any day of the week at any time. There will be a 24 hours cancellation period allowed online. Email marketing will begin that encourages members to make tee times but tee times are not required and will not be required. Tee times will help the staff know when to expect members and to have their bags ready and waiting when they arrive. An emphasis of arriving 10 minutes early to your tee time will be made.

The new proposed rule changes are going through a trial period July and August. Bobby McCurley motioned that these proposed rules be adopted during the trial period of July and August. David Leffke seconded and all were in favor. These rules will also be used during Member Member and Club Championship in July and August.

Steve Washburn presented his idea to start a Women's Invitational similar to the Fox Puss named in Donna Andrew's name. At the end of these minutes are his notes and recommendations. Negative feedback was addressed that it takes away another weekend from members playing during the height of the summer and that many members already complain about the Fox Puss taking away the course. Danny Thornton made it clear that the pro staff won't have the time to put in to make this new event and a special BWGA committee would have to be on board and active in making this happen. David Phillips brought forward the idea that Steve, the BWGA, and Donna Andrews should present their idea for a Donna Andrews Invitational or event to the VSGA and allow them to run the event. It would take all the pressure off Boonsboro and the BWGA to run the event, form a committee, advertise the event, form a rules committee, etc. The VSGA would have the ability to do all that is needed to get this event running and to use their sphere of influence and contact info to get ladies to play in the event. Boonsboro would then facilitate and host the tournament each year at the club.

The VSGA had requested that Boonsboro host the 2018 VSGA Girls Stroke Play during either June or July. They are flexible on their dates and it would take place during the week. David Leffke motioned for approval and Steve Washburn second the motion. All were in favor.

Old Business was brought to the meeting about the payment plan for events. George Vaughan talked to Brad and he said it was doable and a good idea. More will be planned later in the year.

The next meeting has been scheduled for Tuesday, June 27th at 5:30pm.

The Donna Andrews Women's Invitational

36 or 54 holes of stroke play Thu-Fri-Sat or Fri-Sat event... To be a WAGR event, must be 54 holes. I spoke to Donna and she would prefer a 54 hole event played in summer (after high school and colleges are out) to increase the competitiveness of the field.

Assuming 54 Hole Event – Proposed Schedule

Wed Practice round and welcome reception with heavy hors d'oeuvres

Thurs Night – no formal club function

Fri Night – Dinner Gala

Sat – Awards Ceremony immediately following the conclusion of play

Target Participants – top amateurs in MD, VA, WV, NC and SC. Junior Division (under 18); Open Division (18+); Senior Division (over 50). Field limited to 144 (or FoxPuss equivalent). Must have minimum of 20 in a division to award prizes.

Look at last Thu-Fri-Sat in June as possible date.... Plenty of time after Men's Member-Guest. Also after Father's Day and the US Open, but before the July 4th holiday. Late June date poses very limited conflicts with this year's schedule of women's events in VSGA, WVGA, or CGA and only the Poindexter Cup for Maryland (small team comp). Will have to validate in early 2018.

NO Handicap Limitations (follow VSGA Guidelines, not USGA), but encourage only those with index of 25 or less (the median female index in the GHIN system is 25.0 – 25.9 per current USGA Women's Handicap Index Statistics). Reserve right to limit field based on lowest handicap indexes and other selection committee criteria (it is an invitational, after all).

Partner with VSGA, CGA, WVGA, MSGA and MAGA to promote and solicit participants.

Donna a willing promoter in her sphere of influence.

Benefits to the club:

1. Fitting tribute to a great champion and former member of the club who grew up here and whose parents are still long-time members. Capitalize on her recent induction to VSGA Hall of Fame.
2. Create another prestigious event to help market Boonsboro, especially to a growing golf demographic – women represent 19% of all golfers in the US, and junior girls are the fastest growing segment of golfers nationwide (see stats attached below).
3. Generate local media coverage, that, if played correctly, will recognize and promote Boonsboro as an inclusive, multi-generational, growing club by appealing to women, who make over 70% of buying decisions in American households. **
4. Get more junior girls of club members interested in golf
5. Promote Women's Golf in VA

***According to a Forbes Magazine article published in Jul of 2015, women drive 70-80% of all buying decisions, through a combination of their buying power and influence.*

Interesting Statistics on the Growth of Women in Golf

19% – Percentage of all golfers who are women, according to the National Golf Foundation.

67% – Number of new golfers who were women in 2006, according to wsj.com

33% - The number of junior golfers who are girls. Over the last 20 years, the growth of girls' golf in the U.S. has far outpaced that of the boys. In 1995, girls made up only 17% of all junior golfers — according to the National Golf Foundation.

The NGF's research also found that Millennials who started playing before the age of 14 are nearly twice as likely to become regular golfers than players who picked up the game at a later stage.

LPGA-USGA Girls Golf has grown from 5,000 girls per year in 2009 to more than 60,000 girls in 2016... <https://blog.girlsgolf.org/category/news/lpga-usga-girls-golf/>