

**CLGA Fall AGM 2021**  
**Agenda**  
**October 14, 2021**  
**Canyon Meadows Golf Course**

**Attendee's**

Cindy Beaudet (President), Nancy Brooks (Vice President), Nancy Penner (Past President), Anne Christopoulos (Treasurer), Bev Arnburg (Secretary), Andrea Kosa (5Year Planner), Wendy Ellacott (Director Marketing) , Shannon Lefroy (Director of Junior Program), Lou Anne Jackson(Director of Tournaments/Events (regrets).

**1. Welcome to the Fall AGM-** Cindy Beaudet

**2. Roll Call of member Clubs-** Beverly Arnburg (Secretary)

Bearspaw 1

Calgary Golf & Country Club 2

Canal at Delacour 1

Canyon Meadows 4

Carnmoney 3

Carstairs 0

Cochrane 0

Cottonwood 1

Country Hills 1

Earl Grey 1

Elbow Springs 0

Glencoe 2

Hamptons 2

Heritage Pointe 1

Highwood 1

Inglewood 1

Lakeside 2

Lynx Ridge 0

Maple Ridge 2

McCall Lake 0

Mickelson National 1

Pinebrook 2

Priddis Greens 1

Redwood Meadows 3

Rivers Edge 1

Shaganappi 2

Silver Springs 2

Sirocco 1

Springbank Links 1

Turner Valley 1

Valley Ridge 2

Willow Park 3

The Winston 1

Wintergreen 0

Woodside 0

1. As we have achieved the 2/3 of member clubs represented, we have a quorum for this meeting.

### **3. Approve the Agenda for the meeting.**

Motion approved: Anne Madge (Lakeside)

Seconded: Penny Christensen (Silver Springs)

All in favor

### **4. Approve the Spring Meeting Minutes-** The Spring meeting minutes have been posted on the web site.

Motion: Pam MacDonald (Earl Grey)

Seconded: Kathy Trofin (Hamptons)

All in favor

### **5. President's Address** - Cindy Beaudet - available on website

**Hi, my name is Cindy Beaudet, and I am the current President of the Calgary Ladies Golf Association. I'm hoping that when I retire from the position, I can keep the moniker "Madam President".**

Wow what a great year! I'm having a sign made for behind my desk to say,  
**"2021 Best Summer ever"**

We were able to run all our tournaments with a bit of a late start to the Rileys. As you may or may not know I am also the Co-chair of the Rileys Best Ball Ladies Classic and have been honored to run that event for the past 11 years with my Co-chair Jennifer Baerg.

**I cannot tell you how much I love this role as President, we have made some great changes to the CLGA this year, including new web site, better advertising materials, tournament posters and revised event registration. However, I will let our Director of Marketing Wendy Ellacott expand on her role and achievements when she does her report.**

**While 2020 our first full Covid 19 year we ran no events. It was very disheartening for all clubs and players. I remember driving to the parking lot and told to sit tight until 15 min before our tee time, no warmup no drinks after golf not much fun.**

**This year all Tournaments and events went off without a hitch.**

**We had great champions crowned in all our tournaments and events. We are already planning for a fantastic 2022 season.**

**We welcomed two new clubs to the CLGA, Canal at Delacour and Michelson National. I hope you all get an opportunity to play both clubs. I'm grateful to have played last Saturday with Kate Wilson from Canal and enjoyed it thoroughly. Get out there and play it is a real gem.**

**I have been asked to extend my role as president for the 2022 season and I have cheerfully accepted.**

**This year we will be saying goodbye to 2 directors, our Secretary Bev Arnburg, and our Treasure Anne Christopoulos. These ladies have extended they commitment to the executive an additional year to help us through the pandemic. Thank you both very much for the huge time commitment and answering my calls.**

**I have a small token of my appreciation for you each.**

**I know I may sound a like a broken record, but the CLGA is a fantastic association, we run more tournaments and events than any other City or Province in Canada. That's my because we are the only association left in Canada. I know I may sound passionate about the CLGA, but we provide great events for great value over the course of the season. We have many fun events and tournaments that are for the new golfer, like Champs and the City Amateur, City Junior and City Senior for the seasoned competitor. Please follow our web site for all updates and ask your members to get involved.**

**I am looking for someone to fill a small role for me that is more of a detective position. We are looking to find out who exactly some of are previous winners are.**

**Our history for the CLGA starts in 1925, in that year we had a Miss J. Grey, as our City Champion, no full name no club.**

**We are looking for someone to fill that in the detective work.**

**If any of you are familiar with Ancestry.ca or know someone who might be interested in a fact-finding mission, please contact me directly.**

**Lastly, we have another great year planed for all our member clubs and players and I will let Andrea Kosa fill you in when she presents her report.**

**Thank you so much for listening stay tuned and get involved we can't do it without you!!**

**6. Reports from the Directors** - available on website  
Marketing/Communications Director - Wendy Ellacott  
Marketing and Communications  
Board Report for Fall AGM  
Thursday, October 14

The 2021 CLGA season saw all tournaments and events back in almost full swing after a one-year hiatus due to Covid 19 restrictions. The full swing included stage one in the execution of a brand refresh for the organization that has been in existence since 1929!

Stage one of the brand refresh included a visual makeover starting with a new logo design with corporate branding guidelines that have been used to create some 2021 tournament posters and a new website. The new look has been brought to life in some corporate materials and collaterals including a retractable banner used for all CLGA functions and golf towels given as tee gifts to junior girls; both items helping to promote our business. In 2022, stage two of the brand refresh will include caddy bibs and outdoor event banners, as well as other printed corporate branded marketing materials that include service brochures, customized thank you cards and standardized event posters.

One goal of the web design committee was to attract members and other stakeholders to the new site. So how did we do? Well the new Wix platform comes with a reporting section that allows us see how we're doing, and I can say with confidence that the new web site is generating significant traffic! Web site statistics for the year-to-date show 4047 unique visitors to the site - (a person who visits a site at least once within the reporting period). Statistics show that visitors access the site almost equally by either mobile (48%) or desktop (45%) with about 7% using a tablet. We can see which pages are visited most frequently and how long the average time a visitor spends on each page. The user information that the new Wix platform generates will help us to focus our attention and refine the areas of the site that are most important to our stakeholders.

An integrated approach was used to get people to click through to the website and this is done through posters, e-blasts and through select social media platforms including Instagram and Twitter. The social media feeds were active for tournaments throughout the season. This year the CLGA was blessed with the talents of Katy Grant who produced promotional videos for the City Amateur that received over one hundred views following play on both days. We also received a hand up from Alberta Golf who covered the final day highlights in video that was shown on Global TV and currently resides on the home page of our website.

The website, social media and e-mail blasts comprise the integrated marketing approach that was used to create awareness and promote the services of the CLGA to our members, member clubs and other stakeholders.

With a 2021 baseline established, we hope to see even greater numbers in website visitors and social media traffic in the years to come raising awareness of who we are and what we do. With increased popularity, the need to establish waiting lists for all our events and tournaments is well within our sights.

Respectfully submitted,

Wendy Ellacott  
Marketing and Communications Chair

Director of Junior Development - Shannon Lefroy

CLGA Report September 16<sup>th</sup>, 2021

Junior Development for CLGA

2021 proved to be a year of challenges and it was not without obstacles. We were not sure that the golf tournament or the junior clinic was going to happen, but we were fortunate to be able to run both events this summer.

There were 36 junior girls that attended the junior girls tournament this year and considering we competed with MJT tour, McLellan Ross tour and Canadian Junior Girls Championship, we feel this was a success. Air quality was an issue the first day, but we made the decision to proceed and it was not met with any challenges. For budget, we did not have to access very much of the additional funds that the CLGA membership has generously given to the junior girl's events. We were over by \$56.51 for the junior girl's tournament and over \$144.85 for the junior girl's clinic.

We had 50 girls for the junior girl's clinic, we had 5 golf professionals that included Brady Karlson and Carmen Kinas from Canyon Meadows, Tiffany Gordon from Carnmoney, Shannon Raina from Glencoe and Nicola Jefferies from Willow Park. We had 4 stations that included Putting, Chipping, Full Swing, and Etiquette. We have had multiple emails with positive feedback on both events and hope to continue to make the most positive impact on these young girls.

Budgets can be accessed on the website.

If you have any questions or feedback, please do not hesitate to reach out.

Shannon Lefroy  
Junior Development CLGA

Vice-President - Nancy Brooks  
5 Year Planner - Andrea Kosa  
Report: 5 Year Plan CLGA EVENTS

Planning has been a strange objective for all over the past 18+ months. My girls are in elementary school and the other night I listened into the School Council meeting where the Grade 4 teachers had described a learning objective that included a field trip. After every sentence they said “in this weird year again, we don’t know if it will be possible, but we are going to prepare that it is!” And so, we again prepare for 2022 and the following years! The CLGA has been on the forefront of planning in the Golf Industry in Calgary and maybe Alberta. If you look on other association websites there are some TBA even for 2022. In years past, we have worked with our Host Clubs for setting dates a year in advance and it has worked well. With times changing, and more events being hosted by other associations we have to work better with communicating with them as we are usually the first booked and yet, the first asked to change our dates. This winter, my role as planner will be to continue our communications with our Member Clubs, Alberta Golf, and Calgary Golf Association to regarding scheduling.

As for 2021! What great events! THANK YOU to the clubs below for all your efforts. CLGA events are always special because of the volunteers, staff going the extra mile and wonderful golf and F&B facilities. Once again, Thank you very much.

Women’s Closed Amateur: Carnmoney June 21-23  
Senior Ladies Amateur: Sirocco August 9-10  
Junior Ladies and 9 Hole Novice Tournament: Elbow Springs July 19-20  
Tournament Of Champions: Winter Green Golf Club September 13  
CHAMPS Wind Up: Springbank Links Golf Club Early September

Looking Forward to 2022:

Calgary City Ladies: 2022 Earl Grey  
Calgary Senior Ladies: 2022 Hamptons  
Calgary Junior Girls: 2022 City of Calgary (TBD)  
Tournament of Champions: 2022 Redwood Meadows  
CHAMPS Windup: 2022 Inglewood (Tent)

As you can see, the dates for these events have not been posted. As mentioned above we are working on communicating with our partners in golf to create a great schedule. We will be using our social media and Website to update these over the winter. Thanks for your support and keep playing this great game we all love.

Andrea Kosa – 5-year planner CLGA  
Tournament/Events Director- Louanne Jackson (regrets) ready by Cindy Beudet

Slate of Directors are as follows:

Cindy Beaudet	President	Canyon Meadows
Nancy Brooks	Vice President	Carnmoney G&CC
Meaghan LeBlanc	Treasurer nominee	Country Hills
Kari Schwab	Secretary nominee	Willow Park
Louanne Jackson	Tournament/Events	Silver Springs
Andrea Kosa	5year planner	Glencoe
Wendy Ellacott	Marketing/Communi cations	Bearspaw
Shannon Lefroy	Junior Development	Carnmoney G& CC
Nancy Penner	Past President	Canyon Meadows

**7. New Directors:**

Meaghan LeBlanc (Treasurer)

Kari Schwab (Secretary)

Motion to accept new directors: Holly Jean Kadanaga (Country Hills)

Seconded: Heather Brunette (Willow Park)

**8. Election of two representatives of Member Clubs to review the books of the CLGA.**

In accordance with the CLGA bylaws, we are required to elect two representatives at the Fall Meeting to review the books and accounts, and records of the CLGA and then submit them to the membership at the Spring General Meeting. The two nominees for the 2021/20212 year are: Karen Minton (Carnmoney G&CC) and Linda Porter (Lakeside Golf Club)

Motion to approve: Kari Schwab (Willow Park)

Seconded: Anne Madge (Lakeside)

**9. New Business - no new business to Agenda**

**10. Adjourn Meeting: 1957 hours**

Motion: Suzanne Archibald

Seconded : Karen Lavoie (Shaganappi)