

CLGA BOARD MEETING MINUTES

November 4, 2025

Via Zoom

Meeting Chair: Kathy Trofin, President

Recording Secretary: Kathy Trofin

Directors in Attendance:

Kathy Trofin, President

Pamela Scott, Vice President

Davona Bloom, 5 Year Planning

Wendy Ellacott, Communications/Marketing

Carey-Ann Ramsay, Tournaments and Events (Proxy Given to Davona Bloom if absent)

Erin Wagner, Treasurer

Not in Attendance:

Jocelyn Frankow, Junior Development (Proxy Given to Kathy Trofin)

Call to Order: Kathy Trofin, President, called the meeting to order at 6:30PM.

Minutes of the September 18, 2025, Board meeting were accepted by all attendees.

Tournament Reporting

The board discussed reorganizing reporting structures for tournament coordinators, with agreement to move all tournament and committee chairs under the tournament director. As Carey-Ann is supportive of this initiative and has outlined in a prior email that this change is part of a broader effort to streamline and document our operational processes. Our goal is to create clarity, consistency, and continuity within the CLGA tournament structure, making it easier for current and future volunteers to understand and carry out their roles effectively. We also want to be more proactive in supporting events and identifying where additional help may be needed. By aligning reporting through the Director, we can ensure:

- A consistent approach across all tournaments, with clear roles and responsibilities.
- A shared understanding of each Coordinator's function.
- Regular, predictable updates and stronger communication between all parties.
- Accurate financial tracking and timely reporting to the Treasurer.

It was also discussed that a shadow position should be created and a person recruited to support the increased workload in this role, with the expectation they would move into this position when the current director leaves the position.

Motion: Move all tournament and committee chairs under the direction of the Tournament Director to create clarity, consistency and continuity within the CLGA tournament structure, and to provide for a “shadow” position to not only support this role but transition into the role when applicable.

Motion Proposed by: Erin Wagner

Seconded by: Davona Bloom

Motion Passed

Golf Clubs' 100-Year Celebration Concerns

Discussed the 100-year celebration committee, with Wendy agreeing to serve as liaison between the committee and the Board. The Board acknowledged that while they had previously agreed to hold a celebration, they needed to formalize the committee structure (utilizing existing board members where applicable), establish a budget, and get board approval before proceeding with specific plans and costs.

Motion: Appoint Wendy Ellacott as the Liaison between the 100-Year Committee representatives and the Board, understanding Board approval must be in place before proceeding with any of the Committee's plans for this celebration.

Motion Proposed by: Wendy Ellacott

Seconded by: Kathy Trofin

Motion Passed

CLGA Tournament Hosting Challenges

It is essential to determine a few immediate steps regarding how we can best support our Member Clubs in hosting events, while also aligning with Davona and Carey-Ann's messaging to these clubs. The approach moving forward will be to engage all member clubs in hosting tournaments, moving away from the restrictive assessment model established by the Board in 2015.

In reviewing meeting minutes from 2015, the Board had assessed each member club and assigned an A/B/C rating for hosting abilities. This system has been in place for the past ten years and has determined which clubs host major events, resulting in inequitable hosting opportunities. It is recommended that this rating system no longer be applied. Davona

should reach out to all clubs for hosting the major tournaments and other events, which would also provide private member clubs some relief from hosting the 3-day amateur and 2-day senior tournaments.

Wendy and Davona have conducted separate reviews of the hosting report as a basis for future planning to support their individual roles. A more in-depth review of the five-year plan will include clubs that have not hosted events for more than ten years as well as each club's participation levels in CLGA events. Additional areas of support for host clubs will be considered, such as assistance with event coordination, sponsorship, and marketing support. These measures are necessary to ensure tournament venues are secured for next year. Anticipating questions from the clubs and preparing satisfactory responses will be crucial in overcoming the challenges ahead.

The knowledge and expertise within the Board are highly valued, and it is trusted that a viable solution can be found to address the immediate issue of securing commitments for hosting the 2026 events. This process will also initiate a comprehensive review of the society's goals and business practices over the coming six months. As the golf industry continues to evolve, particularly since the onset of Covid, it is imperative for the organization to adapt and gain support from Member Clubs to ensure the future viability of the CLGA.

Club Discussion Updates

Davona reported on her and Carey-Ann's conversations with Woodside and Cottonwood golf clubs regarding hosting events, noting that both clubs expressed concerns about the impact on their operations and leagues, with Woodside specifically requesting alternative options. Both clubs also highlighted challenges related to participation levels and handicaps among their members, tee time availability and member commitments while Cottonwood indicated conditional approval pending more participation from other private clubs. This was a point of contention with the group as it was felt that Cottonwood was not prepared to meet its member hosting responsibilities. This will need further conversation.

The discussion revealed that private clubs were questioning the value proposition of hosting CLGA tournaments compared to other revenue opportunities, with Kathy highlighting that clubs needed to see clear benefits beyond just supporting women's golf.

Tournament Hosting Strategy Shift

The group discussed tournament hosting challenges, particularly focusing on a 3-day tournament that may be too large for clubs to accommodate. Wendy shared insights from another association's model, which splits events between urban and rural courses over 4 days, with a cut to 40 competitors after the second day. Wendy and Davona both noted

that a historical ranking system has created inequitable hosting patterns, with private clubs often hosting major events while rural clubs are underutilized. The group agreed that spreading hosting responsibilities more evenly is necessary and discussed the possibility of limiting tournaments to 2 days or splitting them into separate events.

The group explored options to increase participation, including reducing field sizes, adjusting tee times, and potentially combining the amateur and senior amateur events. They also discussed pricing strategies and agreed to explore the possibility of reducing meal costs and increasing tournament fees to benefit both clubs and participants, ideally focusing on the benefits a rural club could offer by providing a closer alignment with the above strategies.

The team also discussed communication strategies with external clubs, emphasizing the importance of clear messaging and refining their tournament product and pricing strategy before approaching clubs, with a particular focus on balancing food costs and registration fees. These measures are intended to provide a solid foundation for future presentations to existing and potential new Member Clubs as well as the GM group to hopefully clarify the steps the CLGA has/will be taking to mitigate the Member Clubs' hosting concerns.

The group discussed tournament hosting challenges and strategies, particularly focusing on Highwood Golf Club as a potential tournament location. They agreed to shift their approach to focus on one-day events with smaller fields at private clubs, rather than trying to convince larger clubs to host multiple-day events. Davona will reach out to Woodside about potentially hosting a two-day tournament, while Wendy will research Olds Golf Club's capabilities before the Board considers their membership application.

CLGA Hosting Rights Strategy Review

The group agreed to review Wendy's Research Study dated November 4, 2025 (attached as backup) to better understand the problem statement and develop a more comprehensive approach to tournament hosting utilizing this report as a basis to forming strategic next steps.

Action Items

- Wendy: Send Davona value-add talking points and information to include in draft letter to general managers
- Davona: Draft letter for general manager outreach and share with Board for review before sending
- Davona: Follow up with Strathmore regarding hosting interest in November
- Davona: Follow up with Springbank Links regarding hosting interest
- Davona: Reach out to Highwood to gauge interest in hosting a 3-day event for 2026

- Davona: Contact Woodside to see if they would be amenable to hosting a 2-day senior amateur tournament
- Davona: Send thank you to Cottonwood declining their conditional offer for 2026
- Carey-Ann: Draft and send communication to all tournament coordinators and committee chairs about new reporting structure
- Carey-Ann: Review tournament documents to reduce duplication and tighten up messaging. May incorporate marketing info in an overall package to also support Davona's interactions with Member Clubs with respect to 5-year planning.
- Wendy: Research Olds Golf Club facilities, amenities, and capabilities to host CLGA events
- Wendy: Send end-of-season e-blast to general managers and head pros with tournament winners and thank you
- Wendy: Share updated data tables and analysis with Devona
- Wendy, Carey-Ann, and Devona: Schedule meeting to review budget, pricing strategy, and product offering for peripheral courses
- Cindy: Forward financial documents to Erin for registration submission
- Cindy: Forward Riley's survey information to Carey-Ann before sending out
- Cindy: Forward junior program information to Carey-Ann
- Kathy: Get tournament trophy pictures to Wendy with names to review for engraving
- Kathy: Put senior, super senior trophies aside for engraving/fixing; return other trophies to locker

With no further business raised by Board members, the meeting was adjourned at 8:35 p.m. by President Kathy Trofin.