

MINUTES OF CLGA SPRING ANNUAL MEETING

May 6, 2021 at 7:00pm

VIA Zoom

1. Welcome and introduction of 2021 CLGA Executive

Meeting was called to order at 7:00 pm. Cindy Beaudet welcomed all representatives of member clubs.

Executive present are: Cindy Beaudet (President), Nancy Penner (Past President), Nancy Brooks (Vice-President), Anne Christopoulos (Treasurer), Bev Arnburg (Secretary), Louanne Jackson (Tournament/Events Director), Wendy Ellacott (Marketing and Communications), Andrea Kosa (5-year Plan Director), Shannon Lefroy (Junior Development Director).

2. Roll Call of Member Clubs

BEARSPAW ✓
CALGARY GOLF & COUNTRY CLUB ✓
CANYON MEADOWS ✓
CARMONEY ✓
CARSTAIRS X
COCHRANE X
COTTONWOOD ✓
COUNTRY HILLS ✓
EARL GREY ✓
ELBOW SPRINGS ✓
GLENCOE GOLF & COUNTRY CLUB ✓
HAMPTONS ✓
HERITAGE POINTE X
HIGHWOOD GOLF CLUB ✓
INGLEWOOD GOLF & CURLING CLUB ✓
LAKESIDE GREENS ✓
LYNX RIDGE ✓
MAPLE RIDGE ✓
McCALL LAKE X
MICKELSON NATIONAL ✓
PINEBROOK ✓
PRIDDIS GREENS X
REDWOOD MEADOWS ✓

RIVER'S EDGE ✓
SHAGANAPPI POINT ✓
SILVER SPRINGS ✓
SIROCCO ✓
SPRINGBANK LINKS ✓
THE CANAL AT DELACOUR ✓
TURNER VALLEY ✓
VALLEY RIDGE X
WILLOW PARK ✓
THE WINSTON ✓
WINTERGREEN ✓
WOODSIDE ✓

As more than 2/3 of member clubs were represented, there was a quorum for this meeting.

3. Approve agenda for the meeting

There were no new items to add to the agenda.

Moved by Nancy Brooks, seconded by Alison Coffin, that the agenda for the meeting be approved. All in favour.

4. Approve Minutes of Fall Annual General Meeting held October 8, 2020

The Minutes of the Fall Meeting were posted on the website.

Moved by Nancy Brooks, seconded by Shannon Lefroy, that the Minutes, as posted, be approved and that reading of the Minutes be waived. All in favour.

5. President's Address

A copy of the President's Address is attached to these minutes.

6. Reports of Executive Members

Copies of the addresses of the following executive members are attached to these Minutes:

Marketing/Communications Director-Wendy Ellacott

Director of Junior Development-Shannon Lefroy

Vice President-Nancy Brooks

5 Year Plan Director-Andrea Kosa

Tournament/Events Director-Louanne Jackson

Treasurer-Anne Christopoulos

Anne reported that the cash balance for the CLGA at April 14, 2021 was \$12,153.07.

The expenses budgeted for the 2021 year are in line with previous years, however new bibs for caddies for the tournaments will cost about \$1,000. The new website costs are \$1338 and the logo revamp was \$536.00. Income for membership fees are budgeted at \$13,314 (this number is subject to change once the actual number of lady playing members at the clubs is known), leaving net income at \$1090.

On a question from Fiona Abbott, Anne confirmed that no fees were collected in 2020, as all tournaments were cancelled due to COVID.

Resolution to approve 2021 budget

Moved by Anne Christopoulos, seconded by Anne Madge, that the 2021 budget be adopted. All in favour.

7. Old Business

There was no old business.

8. New Business

Cindy encouraged all Club representatives to visit the new website-just sign in and create a password.

Cindy noted that there will be a number of Director positions coming available in the fall and encouraged anyone interested to come forward. The available positions are Vice-President, a 3 year position and Secretary and Treasurer, each of which is a 2 year position.

The CLGA is also looking for a new Web Administrator, a volunteer position that is not a Board position. Training will be provided.

On a question from the floor, Wendy Ellacott advised that the Medallist series has been reduced from 6 events to 5 this year, as there has been difficulty getting clubs to commit to holding the events. To date, only 4 clubs have confirmed.

9. Motion to adjourn the Meeting

Moved by Nancy Brooks, seconded by Cathy Cassin that the meeting be adjourned. All in favour.

Presidents address

Welcome to the 2021 Calgary Ladies Golf Association Spring AGM,

Wow what a different time for us all, who actually thought we would be in this same dilemma 15 months later. I never thought we would be hosting the AGM on Zoom so I hope you can all be a little patient with us as this is new to us all.

With no tournaments in the 2020 season, we are quite confident that we will run all our events in the 2021 season.

We have had a very busy off season with lots of different things going on in the background and our directors will be speaking with you this evening to explain all the hard work that has gone into preparing for the 2021 season.

We will be dropping off to all clubs the tournament posters, please make sure they are posted in your locker room for all your members to see.

I would like to mention the CLGA is the only association left in Canada, we host a wide variety of events from the City Amateur for competitive players to CHAMPs for the recreational golfer.

If we don't support these events will not be able to run them. I will say however that currently all events are in tremendous demand.

Throughout Canada all other golf associations are Zone tournaments, they are run by their Provincial Associations, so you would never see a City Amateur in Toronto, Montreal and Vancouver.

The CLGA produces some of the best golfers in Canada.

We have had players like Meghan LeBlanc start her golf career by winning the City Junior, City Amateur, Alberta Provincial Championship and then go on to be named to the National Team and graduate from Bradley University in Chicago.

Let's continue to be proud members of the CLGA and embrace these events. Let's help grow our up-and-coming Junior players, support our competitive players and continue to support all of our CLGA events, **we can't do it without you!**

Calgary Ladies Golf Association Spring AGM May 6, 2021: Zoom Meeting Report: 5 Year Plan CLGA EVENTS

I am lucky to work with some incredible golfers at all levels of the game. In the new year, I get to call these players who are all over North America and review their plans and goals for the year. One of my Symetra Tour players stated, it looks like we are done with the "Pencil Year of 2020" with our Tour. I asked what she meant to which she stated, "all schedules were in pencil because they seem to change by the minute!" Ah, yes...which brings me to 2021 here in Calgary!

This winter we reflected on how the 2020 season played out and decided to be optimistic that we could run a full schedule of our tournaments and events. The CLGA worked closely with all our Member Clubs and communicated our goals and how they could provide opportunity to women golfers in Calgary within the CLGA. After many phone calls and emails, we were able to create the 2021 schedule as listed:

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 and Beyond:

Calgary City Ladies: 2022 Earl Grey, 2023 Pinebrook Calgary Senior Ladies: 2022 Hamptons

Calgary Junior Girls: 2022 City of Calgary

Tournament of Champions: 2022 Redwood Meadows CHAMPS WindUP: 2022 Inglewood (tent)

With yesterday's announcements of further restrictions in Alberta with respect to Covid 19 we continue to be hopeful our event can be run safely on the course. When we do Stop The Spike and the Community can get Vaccinated we will be able to return to our high level of hospitality and socialization at our clubs.

Please Take a look on the website and sign up for one of our Tournaments or Events. Golf is a wonderful game and we are very lucky to be able to take a walk and smash a ball around beautiful landscapes. Continue to be patient and play one hole at a time and take one day at a time during this golf season.

Andrea Kosa – 5 year planner CLGA

May 6, 2021

Junior Development Report for Spring AGM 2021

Earlier this year, we have been in contact with the City of Calgary, looking for other options and additional avenues to attract junior girls and work with them on securing city courses for future events. This process proves to be challenging as there is quite the process to go through and many layers of administration to get approval for these things. We are still in discussions and hope to have something more concrete in place for next year. Covid has proven to be a challenge for all golf course and the game of golf this past summer and the upcoming one!

The junior program this year will look similar to the past few years, with a few minor changes. We will be having the junior girls clinic this year and it will be hosted at Canyon Meadows Golf and Country Club. The camp will run from 9am-4pm on July 12th and will include full swing, chipping, putting, bunker play and rules & etiquette. We have secured Brady Karlson and Carmen Kinas from Canyon Meadows, Nicola Jeffries from Willow Park, Shannon Raina from Glencoe, and Tiffany Gordon from Carnmoney, as our instructors. The cost will be \$50 dollars per golfer and will include lunch. Our goal is to get 50 junior girls to participate this year.

The junior girl's tournament is scheduled for the following week on July 19th and 20th. We have been working with Colin, the general manager and Tessa the executive assistant, at Elbow Springs, to organize this event. The cost for this event will be \$50 for CLGA members and \$75 for non-CLGA members. Our goal is to get more than 40, but our budget submitted has been done for 40 girls.

The executive has been working with Alberta Golf in getting subsidies for the junior development camp in July and we are hopeful that extra funds will be coming our way for junior golf. We will keep you updated on that status in the next report.

Lastly, we are always looking for great volunteers to help with the junior tournament events, if you know of anyone that can spare a day or two in July to walk with the groups of golfers, we would appreciate any assistance.

If you have any questions or comments, please feel free to reach out anytime.

My contact information is Shannon.lefroy@gmail.com and 403-689-9777.

Marketing and Communications
Board Report for Spring AGM
Thursday, May 6

Brand Refresh

Over the winter a sub committee including Cindy Beaudet, Andrea Kosa, Nancy Brooks and myself began the task of executing a brand refresh. So what is exactly is a brand refresh and why did we do it?

A brand refresh is like hitting the reset button for your brand. The process includes changing up the look of your brand to make it more attractive, rephrasing the values behind it, and other similar processes that will attract people to engage with it.

Ladies, it's like a makeover! It's the reaction you want when you go from brunette to blonde.... and it turns heads...

For the CLGA we started with a visual makeover in our new logo design. It reflects not only what we represent in golf with the red flag, but where we do it, seems like there is always a mountain in view or close by on any of the member courses we represent and with a tip of the hat to our history established 1929 - a gentle reminder to never forget where we came from and the long road that this organization has travelled to get this far.

The logo design came with new branding guidelines that now allow us to create our own brand story with our corporate colours - red, green, blue.

The brand guidelines were brought to life in our second external project for the year in new website design. Our goal was to stay current with modern website design trends and user-friendly functionality. The logo, corporate colours and fonts are helping to deliver a clear and consistent look.

The structure was brought to life by Riley's one of our long standing partners and sponsors; while the webtext and front end visuals are being maintained and supplemented by myself and back end organization continues to be built and organized by Monika Jansen. I'd like to remark that Monika and I are partners in crime in this web building process- we understand each other's strengths and capabilities and we are playing collaboratively to each of them. There is a bit of a lag in getting all of the work done on this project and in eliminating the kinks in some of the applications we are using - but we're getting there!

Consistency in look and presentation will be carried over to other areas this year in social media banners and favicons, corporate stand banners - right down to logoed towels and caddie bibs. We hope that in the near future you will be able to look at our logo and say “oh, that’s the Calgary Ladies Golf Association” and get a warm and fuzzy feeling about what the organization does for ladies and junior golf here in Calgary and area. And once you get the good feels, as our foot soldiers, it’s time to act on them!

The CLGA exists “to foster participation and excellence in ladies golf while spreading passion for the game”.

So let’s spread some passion!

Follow Us on Social media - just google CLGA and hit the follow button

Tell your friends about our website

Encourage them to sign up for our newsletter

Ask them to participate in an event.

Throughout the rest of the 2021 season, I’ll will be focused on public relations for CLGA events. If you need to speak to me or any board member for any reason, you can do this through the board button on the contact page of our website.

Have a great golf season,

Wendy Ellacott
Marketing and Communications Director
CLGA

Calgary Ladies Golf Association Budget for 2021

Income

Association fees	11,664.00	
Tournament of Champion fee	1,650.00	
Total Income		\$ 13,314.00

Expense

Junior Girls Tournament subsidy @\$25	1,000.00	
Ladies City Amateur subsidy @\$10	960.00	
Ladies Senior City Amateur subsidy @\$10	960.00	
Champs	0.00	
Medalist	100.00	
Tournament of Champion	1,650.00	
Stripe fees (CLGA & Rileys)	1,300.00	
Rules officials	1,200.00	
Tournament scoring	80.00	
Total tournament & event expenses		\$ 7,250.00

Administration & office supplies	200.00	
Meeting expenses	1,000.00	
Miscellaneous	100.00	
Web renewal	800.00	
Caddy bibs	1,000.00	
New website	1,338.00	
Logo revamp & development	536.00	
Total general expenses		\$ 4,974.00

Total expenses		\$ 12,224.00
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Net Income		\$ 1,090.00
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Cash balance	14-Apr	\$ 12,153.07
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