

Boardroom Briefs

- Mike Nunemacher informed the Board that he is preparing for the GCSAA Chapter delegates meeting at GCSAA headquarters on September 18th.
- Barbara Mikel reports that there are a few new additions to the web page. Next time you log on, look for a monthly superintendent profile, and the scholarship application.
- Support for the hiring of a Media Director Continued to grow when Terry Grasso reported to the Board that his green committee chairman, who operates a P/R firm in San Francisco, felt that a Media Director would provide industry value to the Association and that the fee schedule proposed by Greg Crawford Marketing was very reasonable for the services provided. Grasso had raised several valid questions at the previous board meeting and had requested an opportunity to seek an outside opinion.
- Affiliate representative Jim Karrick proposed the idea of low interest loans, which would be made available to turfgrass students. The loan program would replace awarding individual scholarships. The Board, intrigued by the concept, agreed to give the idea further consideration.
- The Annual Meeting in January? That's what Terry Grasso proposed and the Board listened. Citing sagging attendance, Grasso suggested the Annual meeting replace January's General Meeting providing a more favorable time of year for superintendents and their assistants to attend. April's meeting would become a Media Day Tournament, which would serve as a fund raiser for public relation activities. In spite of the unanimous support the idea received from the Board, several logistical problems would have to be worked out including, a bylaws change. This item will likely remain on a front burner and continue to merit discussion.
- Bob Costa, CGCS, reported that the sponsorship committee met recently and has further refined the Advertising/Sponsorship Program. "Our primary objective was to solicit the opinion of the affiliate membership, we want to develop a program that works for everyone," Costa said. Joining Costa on the committee were Forrest Arthur, Barbara Mikel, Craig Kilcoyne, John Holmquist and Steve Franzen. In his summation to the Board, Costa stated that he intends to have a final draft of the program for the September meeting and formally introduce the program in October.
- A committee of Bob Costa, CGCS, Gary Carls, CGCS, Forrest Arthur and Barbara Mikel will be meeting shortly to explore revenue sources to fund a media director.
- In an effort to breath some life into what has been a disappointing program, greater attempts will be made to circulate copies of the merchandise catalog at monthly meetings.
- How ironic. Dave Davies, CGCS who repeatedly promised shorter board meetings (although he has yet to direct one under three hours), was absent when one of the shortest board meetings in recent memory concluded in an impressive 2 hours and fifteen minutes.

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