



**Minutes of Board Meeting
June 4, 2013**

A meeting of the Board of Directors of the Desert Recreation Foundation was held at The First Tee Clubhouse located at 74-945 Sheryl Avenue, Palm Desert, California.

Board of Directors in Attendance:

Joshua Bonner, Vice President John Henry Garcia, Director
Chris Brooks, Treasurer Charlie Smith, Director

Board of Directors Absent:

Brandt Kuhn, President

Desert Recreation District Staff and Other:

Kevin Kalman, General Manager (Late 1:01pm)
Glenn Miller, Golf Course, Parks & Grounds Maintenance Director
Tay Fried, Advisory Board Member
Jeff Harrison, Golf Instructor and Amy Anderson, Golf Instructor

1. Opening Ceremonies:

Call to Order: Vice President Bonner called the meeting to order at 12:04 PM

Roll Call:

Present: Bonner, Brooks, Garcia, and Smith
Absent: Kuhn

2. Approval of Meeting Minutes:

April 4, 2013

Board Member Garcia made the motion to approve the April 4, 2013 minutes, second by Board Member Brooks.

Ayes: Bonner, Brooks, Garcia, and Smith
Noes: None
Absent: Kuhn
Abstain: None

3. Financial Report

Mr. Miller reviewed the Financial Statements. Mr. Miller stated that they are doing very well. For March The First Tee (TFT) started at \$221,134.93, with restricted funds from TFT Donations and The Invitational. Bank balance as of January 31, 2013 was \$233,748.06, some restricted funds for TFT, LPGA/USGA, Marketing, Marci Hyman, Gymnastics and Trip for Kids. \$72.55 unrestricted from donations.

April – Bank balance carried over \$233,748.06. With \$18,328.00 of restricted funds from TFT Donations. There was \$2,498.19 in expenditures. Bank balance as of April 30, 2013 \$249,577.87. The month of May was a very good month for donations. Human gave \$21,000.00, Huston Foundation \$25,000.00, Johnson & Johnson \$21,000.00. From a year ago they are up \$70,000.00 and that is after they paid DRD \$150,000.00. (See financial statements).

Board Member Garcia made the motion to accept the financial statements, second by Board Member Brooks.

Ayes: Bonner, Brooks, Garcia, and Smith

Noes: None

Absent: Kuhn

Abstain: None

4. Presentations:

Presentation by Jeff Harrison, Golf Instructor

His aim is to create a relationship with the First Tee Foundation to expose and implement an automated donation program throughout the Coachella Valley, increase donations, and raise awareness.

5. Updates and General Information:

Mr. Miller stated Roy's had a fund raiser event for TFT. It was sold out and raised probably \$6,000 to \$7,000. All the money they made was donated to TFT with exception of the gratuity. In the future they need to be more proactive in promoting the event.

Mr. Miller sent a grant request to the Berger Foundation for \$702,000.00 to tear down the building and replace it with a temporary one (pre fab). It will be \$632,000.00 for the building and \$70,000.00 for the parking lot. They already have the permits from CVWD and the City of Palm Desert. He attempted to make the numbers as accurate as possible.

They are in the middle of registration for the Summer Camps. Also there will be camps for YMCA, Boy & Girls of La Quinta, Mecca, Coachella and Oasis at no charge. For The Boys & Girls, the City of La Quinta on their last day is going to take them to Silver Rock to play and also provide lunch for them. This is paid for with donations from the Huston and Lyn foundations. They also will have five week camps Monday thru Thursday for eight schools from the Desert Sands Unified School District. These camps will be funded by the DSUSD. The DSUSD will be having more camps during the next school year as well.

6. **Old Business:**

General Manager Kalman stated the BMX Park is still a go and depending on funding and timing they will add some Mountain Bike trails too. Some studies are going to be done and a biologist is required to be present during construction. Guy Evans is going to sponsor the project and Kirk Chrisco is going to be involved in the design. They are in the middle of dealing with the Federal Government. Mr. Kalman visited Woodward Park in Fresno. Woodward Park is a facility with a similar set up to BMX Park, whose plans can be duplicated in BMX Park. Mr. Chrisco is talking to the US Olympic committee to be a potential training ground.

Mr. Kalman stated the District Board had a study session and endorsed a recommendation to get additional funding for the District thru Bond initiatives. They have less than 18 months to put it in the November Ballet. The Foundation Board is short four members and they need to fill out those spaces. DRD had a survey and came out very positive. Some of the things high in priority are after hour programs and trails connecting communities. They have a lot of opportunities on the horizon for the next five years. They are talking with Tennis Garden as part of their expansion to cohabitate with them since five communities come together at that location.

Mr. Bonner thought the presentation by Jeff Harrison was a good idea with not much risk involved. Since Mr. Harrison can tailor it to any sport, he thinks they should pilot it and see how it goes. His only concern is the percentage he is asking for. Mr. Brooks agrees and thinks that can be negotiable. They all agree they should give it a try.

7. **New Business:**

None

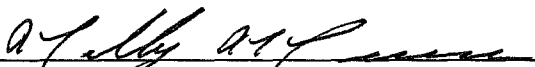
8. **Next Meeting**

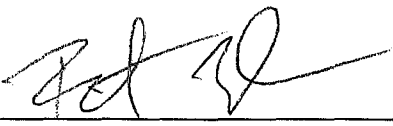
Agenda items for meeting on July 30, 2013

9. **Adjournment:**

There being no further business to come before the Board, the meeting was adjourned at 1:24 p.m.

Respectfully submitted:


Nelly Marsee, Board Clerk


Brandt, Kuhn, President of the Board

First Tee Foundation

Presentation for Auto-Donation

SwingPointMedia June 4, 2013

Jeff Harrison

Amy Anderson

Aim- To create a relationship with First Tee Foundation and expose and implement an automated donation program throughout the Coachella Valley and increase donations and raise awareness.

- I. Establishing Current Revenue Streams
 - a. Donations
 - b. Tournaments
 - c. Special Profit Sharing with Local Companies

- II. Status of PGA and Golf in General
 - a. Financially
 1. Inability to generate new dollars without discounting
 - b. Technologically Out of Date
 1. Poor or No Long Term Customer Relationship Programs

- III. Market Statistics - Harvard Business Review Studies
 - a. Best form of communication
 - b. Frequency of Follow Up

- IV. Overview of Auto Donation Program
 - a. The Product/service
 1. email template - custom and branded
 2. content is relevant and market appreciated (high open and CT rates)
 3. Frequency - Sent out weekly with fresh new relevant video
 4. Call to Action with every video
 - b. Implementation
 1. First Tee Representative Visits and offers
 - a. No Charge to Property
 - b. No Direct Communication with Database/Membership
 - c. Logo and Brief Club/Property Description
 - d. Club Contact to send Finished Template

- V. Benefits to First Tee Foundation
 - a. Reach Expands
 - 1. Speak and give program to any club, no real restriction
 - 2. Awareness of First Tee to area golfers grows
 - b. Consistently and Automatically Building Relationship
 - 1. Ride National Media with All Golfers in the Valley
 - c. Gives First Tee Another Tool to Give Current Supporters
 - 1. Giving Gifts to Supporters and Affirming Relationship
 - d. Once Representative sets up program it is automated
 - 1. Little to No Further Action Needed
 - e. This same program can be set up for First Tee
 - 1. Follow up program
 - 2. Giving Back without further expenses

- VI. Revenue Stream
 - a. Video
 - 1. Every Video will have its own Donation Button
 - b. Donation
 - 1. PayPal
 - 2. Divided Revenues Automatic
 - 3. Receipt to Donor for Tax purposes
 - c. Donation Sharing

- VII. Moving Forward
 - a. Sample for First Tee Representative
 - b. From yes to working Template
 - 1. 7 days from day all assets are collected

Conclusion: With Ability to Add this process to all video content and be exposed to an unlimited number of golfers who would like to support the growth of the game through donating to The First Tee, not only here in the Coachella Valley but Nationally.

Jeff Harrison 760-413-3508 jeff@swingpointmedia.com
Amy Anderson 970-333-7869 amy@swingpointmedia.com

Presentation for First Tee Foundation.

Message: Creating Multiple Automated Revenue Streams

Foundation Relies on Donations and outside support

Where typically do these dollars come from?

Event sharing, golf tournaments and other sorts of fund raisers...

All of these take enormous amounts of time, planning and of course involvement from others to be successful

These are key ingredients and the process we are discussing today is not a replacement or and either or, rather in addition to.

The golf industry as a whole over the past decade has been hurt by many factors...one being its inability to generate more play without discounting its brand or bottom line...

Secondly it has been implementing and using one of the least effective forms of communication with its audience...the written word

Through newsletters

Harvard Business Review reported in an In-depth study that when we share a message and it is written, retention is right about 20%...yet when sharing the same message via a video is jumps to 70%!

This alone is amazing and critical in communication...but the real key to this ability to leverage video is the golf clubs can now share a message That would have taken 30 minutes to read in a 3 minute video...

The other element typically lacking in a golf operation is follow up on a consistent basis...

Now they are not the only ones...in fact less than half of the salespeople will ever make more than one contact with a client when making a

sale...and only 5% will go the extra mile and make more than four follow up contact to make the sale...by the way the sale is usually made on the 5th attempt.

Now why is this important?

Because with this multiple, easy to implement program you will be able to share to an unlimited number of participating clubs at no charge, will solve these two things that are currently anchors holding clubs back..

A representative of the First Tee will be able to walk into the club, where the program is (thanks to massive media exposure) well known and offer a weekly video follow up program that is so relevant and appreciated by their client, they will be looking for the next weeks message.

These messages will cover, rules, etiquette, and pace of play items...following along and supporting the

golf industry as well as maintaining alignment with the First Tee overall messages.

Because these videos go out weekly and they are free to the club, we will add to each video the option to donate to the first tee and continue to grow the game and sport the program.

As a person donates, the funds will be deposited directly into a defined account and the donator will receive a receipt all done automatically.

We will for this process receive a portion on of each donated dollar which will pay for future and current production of ideal content.

The representative will be able to offer this tea hand all clubs and in turn we will customize an email template so when their database recipient receives the email it will e totally branded for that club...so we are sending emails and requests for support to that clubs warm market.

All set up once and then duplicated over and over easily and effortlessly by the first tee and the participating clubs.

Now in addition to creating a weekly donation stream weekly and daily...you are also building a stronger awareness base across the valley about the message and mission of the first tee.

So when it comes time to do larger events, now the emails can be sent (again in video form) to these same people who are now familiar with the program.

It is a win win win all the way around..

Automated Content Donation

What is content donation

Create free ferates

Use current video content

Add new relevant content

Welcome

Uses

Use to share with current database

Use as a giftative back to current supporters

To expand your current market

To track and manage donations

New Node

Auto distribution

PayPal

Receipt to clients for tax deductions

New Node

Top Features

Automatic

All set up done by swingpointmedia

Analytics on traffic and donations

Generates additional larger and more aware and active database

Non threatening valuable tools for businesses and golf courses alike

New Node

Quick Help

Press + to insert ideas

Pinch to zoom in and out

Double-tap to edit ideas

Tap selected node for context menu

Tap above, below or beside selected node to add siblings or children



**Minutes of Board Retreat
August 15, 2013**

A final retreat of the Board of Directors of the Desert Recreation Foundation was held at Integrated Wealth Management located at 74-245 Highway 111, One El Paseo Bldg. Suite 201, Palm Desert, California.

Board of Directors in Attendance:

Brandt Kuhn, President	Joshua Bonner, Vice President
Chris Brooks, Treasurer	John Henry Garcia, Director

Board of Directors Absent:

Charlie Smith, Director

Desert Recreation District Staff and Other:

Kevin Kalman, General Manager
Glenn Miller, Golf Course, Parks & Grounds Maintenance Director
Fred Bell, Mediator

1. Opening Ceremonies:

Call to Order: President Kuhn called the meeting to order at 7:45AM

Roll Call:

Present: Kuhn, Bonner, Brooks, and Garcia

Absent: Smith

2. Approval of Meeting Minutes:

August 1, 2013

Board Member Garcia made the motion to approve the August 1, 2013 minutes, second by Board Member Bonner.

Ayes: Kuhn, Bonner, Brooks, and Garcia

Noes: None

Absent: Smith

Abstain: None

3. **Financial Report**

4. **Presentations:**

5. **Updates and General Information:**

Mr. Bell started working on the document (matrix)right away. He suggested it is up to the staff to implement the matrix and if they need help he will be happy to continue to be involved.

A subcommittee volunteer needs to be formed to develop criteria to select board members and Mr. Bonner volunteered to be the chair of the committee.

Changes were made and are reflected on the document– see document attached.

6. **Old Business:**

7. **New Business:**

None

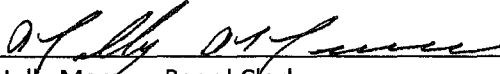
8. **Next Meeting**

Agenda items for meeting on September 24, 2013


9. **Adjournment:**

There being no further business to come before the Board, the meeting was adjourned at 9:01AM

Respectfully submitted:



Nelly Marsee, Board Clerk



Brandt, Kuhn, President of the Board

DESEERT RECREATION FOUNDATION – STAFF PLANNING RETREAT – August 15, 2013

Mission for The Desert Recreation Foundation:

Put mission statement in box

Updates for: 2012 – 2013 Recommends
2013 – 2014 Recommends

Initiative	Original Objective	Status Update	Next Steps	Committee/Board Members	Staff(s) & Volunteers(v) Assigned
<p>01 – Board Development, includes Executive, Board and Nominating Committees.</p> <p>Additionally Long Range Planning Sub-Committee should be referenced within Board Development</p>	<ol style="list-style-type: none"> 1) Board interaction with elected body 2) Board expansion- Add 4 to 9 new Board Members. Vetted by certain criteria by next Board Meeting 3) Two board members for sub-committee to be stewards of the plan – one person who is in line to be chair 4) Determine long range projects as needed by DRD with specific delivery time 5) Assure regular reporting system is in place with DRD 6) Board Accountability 		<ol style="list-style-type: none"> 1) Two way meeting with DRF and DRD Boards to get them to buy into business plan/ Attend DRD Board Meeting (Parks and Recreation Master Plan) on September 11, at 6:00PM – Indio CC 2) Recruit board members to: <ol style="list-style-type: none"> a) meet specific skillsets; b) assist with financial goals; c) more fully participate in committee(s) structure 3) Should be one officer and a person being groomed – 		

<p>Board Development Continued:</p>			<p>Never the president (2nd person doesn't have to be a board member).</p> <p>4) Consistently develop meeting schedule</p> <p>5) Board members talk peer to peer</p>		
<p>02 – Volunteer Program Development</p>	<p>1) System in place – to refine message in volunteer acquisition</p> <p>2) Add non board members through committees or volunteers – find volunteer coordinator</p> <p>3) Possibly adopt a park or similar program</p> <p>4) Volunteers to advance to DRF board if qualified</p>		<p>1) This is our mission – this is what we are trying to accomplish and this is how you fit in. Use the 1st Tee system. Develop strategic outreach, target groups. Come with a plan</p> <p>2) Recruit volunteers from COD, possibly a recreation major, also advertising in the Desert Sun</p>		

<p>03- Fund Raising Formalization (Development & Fundraising Committee)</p> <p>Also include Finance & Investment Committee Members</p> <p>Also include Special Events</p>	<p>1) Develop a plan</p> <p>2) RAP – They are willing to help with long term money raising as well as being the spokesperson for DRF</p>		<p>1) Hire a Chief Development Officer or a firm. Determine finance committee to work with fundraising person</p> <p>2) Utilize for Foundation – Have a conversation with RAP about accountability</p>		
<p>04- Management Development</p> <p>Education Development</p>	<p>1) Succession Plan: Find out if person has contract, time frame to replace, etc.</p> <p>2) General administrator needs to support operations</p> <p>1) Improve management skills and stress accountability</p>		<p>1) Have option if there is a change in management</p> <p>1) Do strategic plan. For management training have conversation with individual – how long they are going to be here, what are their plans</p>		

<p>09- New Constituencies</p>	<p>1) <i>RAP</i></p> <p>2) <i>New dimension – electronic media</i></p> <p>3) <i>Create brand awareness</i></p>		<p>1) Have a meeting without staff to talk about RAP's offer - Have them support the cause – determine specific project</p> <p>2) Consistency on managing information. Have contractor do the electronic messages</p> <p>3) Hold contractor accountable for results– Drive to larger brand – Rethink marketing (each quarter determine with marketing entity or person to be on media for particular project</p>		
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<p>10- Organization & Systems</p>	<p>1) Structure efficiently- look at internal systems – Important to have succession in place</p> <p>2) Right data base to utilize</p> <p>3) Donor List – easy to access</p> <p>4) Capture right information</p>		<p>2) Data entry done correctly – update consistently</p>		
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RECOMMENDATIONS:

2013-2014 Key Goals:

- a. Primary goals 1 year – 2 goals
 - 1. Develop criteria to select Board members in 30 days and have the four new members by the end of year.
 - 2. Identify project DRD Board wants for DRF to do by the end of the year

Long term goals 3 years – To be determined

ADDITIONAL AREAS FOR CONTINUED DEVELOPMENT:

Board Member Development

Continue to consider candidates for board positions. Interview future board members by panel

Volunteer Program:

Fundraising

Management Development:

Education: