



The Golf Center at Palm Desert
74-945 Sheryl Avenue, Palm Desert, CA 92260
(760)779-1877

REGULAR MEETING AGENDA

Date: January 22, 2018

Time: 5:00pm

BOARD OF DIRECTORS

Mike Wales, President
Keenan Barber, Director
Jim Kane, Director
Tay Fried, Director
Marta Ward, Director
Bruce Legawiec, Director
Jania Andreotti, Director

Brandt Kuhn, Director
Jon Proctor, Director
Bill Madonna, Director
Morgan Moranda, Director
Joe Gill, Director
Scott Kiner, Director
Michael Ventura, Director

1. **CALL TO ORDER AND ROLL CALL**

2. **APPROVAL OF AGENDA**

3. **PUBLIC STATEMENTS**

Any person wishing to address the Board of Directors on any item on this Agenda is requested to complete a Public Statement Request form in advance and hand it to the District Clerk. Please note that you may address the Board on an Agenda item at the time it is discussed or make a general comment at this time. To make a comment, you are asked to state your name and address and wait to be recognized by the Board President. There is a three-minute time limit for comments.

4. **PRESENTATIONS**

- a. Mission Moment
- b. Introduction of Gracie Hinojosa, Volunteer/Outreach Coordinator
- c. Recognition of Keenan Barber

5. **CONSENT CALENDAR**

All matters listed on the Consent Calendar are considered routine and will be enacted by one roll call vote. There will be no separate discussion of these items unless members of the Board of Directors or audience request specific items to be removed from the Consent Calendar for separate discussion and action under Section 6 of the Agenda Consent Items Held Over.

- a. Approval of Meeting Minutes of November 20, 2017
- b. Financial Reports for November 30 and December 31, 2017.
- c. Acceptance of Director Keenan Barber's resignation from the Board of Directors

6. **CONSENT ITEMS HELD OVER**

- a.

7. **ACTION ITEMS**

- a. Formation of independent 501c3 - The Friends of the First Tee Coachella Valley
- b. Executive Director Recruitment
- c. Fund Development Coordinator Recruitment
- d. Tenth Anniversary Event
- e. Selection of Honoree(s) for the First Tee Invitational Golf Tournament
- f. Chapter Reserve Policy
- g. 2018 Chapter Budget and Chart of Accounts
- h. Driving Toward Sustainability and Growth
- i. 2018 ZONE Requirements

8. **COMMITTEE/STAFF REPORTS**

Discussion items that will not result in formal action taken by the Board of Directors at this meeting.

- a. First Tee Invitational Golf Tournament
- b. Fund Development Report
- c. Programming Report

d. Executive Directors Report

9. **BOARD COMMENTS/REQUESTS FOR AGENDA ITEMS**

Discussion items that will not result in formal action taken by the Board of Directors at this meeting.

10. **ADJOURNMENT**

The next regularly scheduled meeting of The First Tee Board of Directors is March 12, 2018 at 5:00pm

DECLARATION OF POSTING: I declare under penalty of perjury, that I am the General Manager of the Desert Recreation District and that the foregoing Agenda was posted in the bulletin board at the Golf Center at Palm Desert and on the Website on January 19, 2018.



Kevin Kalman, General Manager



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Presentations
	ITEM: 4.a.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

Mission Moment

RECOMMENDATION:

To Present a Mission Moment

BACKGROUND:

A staff or board member will start the meeting by sharing a recent event that exemplifies the mission of The First Tee.

FINANCIAL IMPACT:

There is no financial impact associated with this action.



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Presentations
	ITEM: 4.b.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:
Introduction of Gracie Hinojosa, Volunteer/Outreach Coordinator

RECOMMENDATION:

BACKGROUND:

FINANCIAL IMPACT:



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Presentations
	ITEM: 4.c.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/17/2017

SUBJECT:

Recognition of Keenan Barber

RECOMMENDATION:

To recognize Keenan Barber for his contributions and leadership of The First Tee of Coachella Valley Board of Directors.

BACKGROUND:

FINANCIAL IMPACT:



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Consent
	ITEM: 5.a.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/17/2018

SUBJECT:

Approval of Meeting Minutes of November 20, 2017

RECOMMENDATION:

To approve meeting minutes of November 20, 2017 as presented or corrected.

BACKGROUND:

The First Tee Board of Directors held its regularly scheduled meeting of November 20, 2017. The minutes of said meeting are attached for Board review and approval.

FINANCIAL IMPACT:

There is no financial impact associated with this action.

Attachments

11.20.2017 Meeting Minutes



Minutes of Board Meeting November 20, 2017

A meeting of the Board of Directors of the First Tee of Coachella Valley was held at The Golf Center at Palm Desert, 74-945 Sheryl Avenue, Palm Desert, California.

Board of Directors

Mike Wales, President
Keenan Barber, Director
Jim Kane, Director
Tay Fried, Director
Marta Ward, Director
Bruce Legawiec, Director
Jania Andreotti, Director

Brandt Kuhn, Director
Jon Proctor, Director
Bill Madonna, Director
Morgan Moranda, Director
Joe Gill, Director
Scott Kiner, Director
Michael Ventura, Director

Desert Recreation District Staff and Other:

Kevin Kalman, General Manager
Dustin Smith, Program Director

Iliana Thomas, Fund Dev. Coordinator

1. Opening Ceremonies:

Call to Order: President Wales called the meeting to order at 5:04 pm

Roll Call:

Present: Mike Wales, Keenan Barber, Jim Kane, Tay Fried, Marta Ward, Jania Andreotti, Jon Proctor and Joe Gill.

Absent: Bruce Legawiec, Brandt Kuhn, Bill Madonna, Morgan Moranda, Scott Kiner and Michael Ventura

2. Approval of Agenda:

Director Wales indicated that two items needed to be added to the Agenda; items 7.J, Form 990 2017 Authorized Submission to First Tee Home office and 7.K Driving toward Sustainability and Growth 2017 document as amended and presented to the Home office respectively.

Director Fried made the motion to approve all agenda Items, seconded by Director Kane.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill

Noes: None

Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura

Abstain: None

3. Public Statements

There were no public statements.

4. Presentations

a. Mission Moment:

Dustin reported: With respect to the most recent Pebble Beach Pure Insurance Open Tournament, 81 First Tee participants qualified for the Tournament of which only 23 qualified for the final day. Two (2) of the players on the final day were 2 young ladies from The First Tee of the Coachella Valley. Both placed in top 10 with Dana Condon finishing in 2nd place. These two young ladies have been with FTCV since they were ages 7 and 8.

b. Takeaways from First Tee Networking Meeting

President Wales reported that 3 Board Members plus Dustin Smith, Iliana Thomas and Kevin Kalman, General Manager attended The First Tee Networking Meeting and requested from each of the attendees to share their takeaways.

Marta Ward had some hand out to share. Her 3 Takeaways:

1. Does each board member fully understand and support the mission of The First Tee of Coachella Valley.
2. Fundraising – **Give, Get or Sweat.**
3. Establish a planned giving program.

Jon Proctor Takeaways:

1. Continued respect for fellow Board members.
2. Stay active in the community.

Iliana Thomas Takeaways:

1. Review and evaluate our strategic plan more frequently – Preferably Quarterly.
2. Give Board members tools so they can be more effective.
3. Fundraising is about relationship. Re-visit past relationships and make sure to ask for financial support.

Jania Andreotti Takeaways:

1. Outreach Programs
2. Vision 54 – Vision Goals and Outcome Goals

Dustin Smith Takeaways:

1. Education- Including Board members.
2. Diversification.
3. Internal Support.

Kevin Kalman Takeaways:

1. Fundraising planning activities.
2. Have a solid plan & work your plan.

5. Consent Calendar

- a. Approval of Meeting Minutes of Meeting minutes of September 18, 2017.
Two minor spelling errors were noted and corrected.
- b. Acceptance of Financial Report for October 30, 2017
 - October 30, 2017 Financials were reviewed in detail. A suggestion was made to establish a Finance Committee who will review the Financials and report to the Board of Directors at its regular Board Meeting.
 - Director Tay Fried made the motion to approve the Consent Calendar, seconded by Director Marta Ward.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill

Noes: None

Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura

Abstain: None

6. Consent Items Held Over:

No Consent Items were held over.

7. Action Items:

a. **10th Anniversary Donor Appreciation Function**

Jon Proctor discussed in detail the status of our 10th Anniversary and Donor Appreciation Party. The event is scheduled for Wednesday January 10th, 2018 to be held at The S @ Rancho Mirage. The festivity would include heavy appetizers and hosted bar. Jon reported that Hot Purple Energy has committed \$1,500.00 toward the event. After much discussion about the cost of approximately \$6,500.00 and how to be funded, a motion was made that Board of Directors are obligated to fund the remaining balance of \$5,000.00 by finding other donors or personally pay their pro-rata portion of the balance.

Director Tay Fried made the motion to approve the recommendation, seconded by Director Jim Kane.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill

Noes: None

Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura

Abstain: None

b. **Organizational Structure and Succession Plan**

Kevin Kalman discussed the necessities of additional staff along with having a succession plan in place. Marta Ward, Jim Kane and Michael Ventura were appointed as the committee to create the Organizational Structure and the Succession Plan.

Director Tay Fried made the motion for approval and seconded by Director Jon Proctor.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill

Noes: None

Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura

Abstain: None

c. **Evans Scholars Caddie Program**

Joe Gill, Jania Andreotti and Kennan Barber were appointed to create the Evans Scholars Caddie Program Committee.

Director Jon Proctor made the motion for approval and seconded by Director Jim Kane.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill

Noes: None

Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura

Abstain: None

d. **Participant Rate Structure**

President Wales recommended in honor of our chapter 10th anniversary to change the rate structure back to flat rate of \$140.00 for one year membership.

Director Marta Ward made the motion for approval and seconded by Director Tay Fried.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill

Noes: None

Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura

Abstain: None

e. **Indio Lights Equipment Storage**

Dustin Smith requested approval for purchasing a storage unit (shed) not to exceed \$1,000.00 and to be placed at Indio Lights to store golf equipment.

Director Joe Gill made the motion for approval and seconded by Director Tay Fried.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill
Noes: None
Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura
Abstain: None

f. **Election of Board Officers**

Bill Madonna was elected as the Vice President of the Board.

Tay Fried was elected as the Secretary and Treasurer of the Board.

Director Marta Ward made the motion to approve the nominations, seconded by Director Jim Kane.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill
Noes: None
Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura
Abstain: None

g. **Board Committee Assignments**

Was postponed and to be discussed at future meetings.

Ayes:
Noes:
Absent:
Abstain:

h. **Staff Development**

Was postponed and to be discussed at future meetings.

Ayes:
Noes:
Absent:
Abstain:

i. **2018 Meeting Calendar**

2018 Regular Board meeting calendar was presented for approval.

Director Tay Fried made the motion for approval and seconded by Director Jim Kane.

Ayes: Wales, Barber, Kane, Fried, Ward, Andreotti, Proctor, Gill
Noes: None
Absent: Legawiec, Kuhn, Madonna, Moranda, Kiner, Ventura
Abstain: None

8. Committee/Staff Reports:

- a. Executive Director Report - None
- b. Fund Development Report - None
- c. Programming Report - None

9. Board Comments/Request for Agenda Items

None

10. Adjournment:

There being no further business to come before the Board, the meeting was adjourned at 6:40 pm. The next meeting is scheduled for 5:00pm on January 22, 2018 at The Golf Center at Palm Desert, 74-945 Sheryl Avenue, Palm Desert, California.

Respectfully submitted:

Tay Fried, Secretary of the Board

Michael Wales II, President of the Board



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Consent
	ITEM: 5.b.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/17/2018

SUBJECT:

Financial Reports for November 30 and December 31, 2017.

RECOMMENDATION:

To accept the Financial Reports for November 30 and December 31, 2017.

BACKGROUND:

Attached are the monthly Financial Reports for the months ending November 30 and December 31, 2017 for review and possible discussion.

FINANCIAL IMPACT:

There is no financial impact associated with this action.

Attachments

Financial Report

First Tee Coachella Valley
FY2018 Budget vs. Actual - 11/30/2017

Account Title	YTD Actual	FY2018 Budget	Budget Remaining
Beginning Fund Balance	275,306.88	275,306.88	
Charges for Services	22,585.00	59,350.00	36,765.00
Grants & Donations	21,687.13	94,800.00	73,112.87
Registration Fees	-	59,200.00	59,200.00
Sponsorship	-	8,900.00	8,900.00
Sales of Donated Equipment	8,164.64	40,000.00	31,835.36
Miscellaneous Income	-	-	
Event Income	<u>31,124.86</u>	<u>73,300.00</u>	<u>42,175.14</u>
Total REV	83,861.63	335,550.00	251,988.37
Payroll Taxes	4,222.92	11,491.26	7,268.34
Full Time Retirement	-	9,454.07	9,454.07
Medical	6,944.15	13,685.50	6,741.35
Workers Compensation	2,366.67	5,262.87	2,896.20
Full Time Salaries	37,630.95	94,540.67	56,909.72
Part Time Salaries	32,622.53	82,316.25	49,693.72
Part Time Pension	1,093.37	3,086.86	1,993.49
Communications	-	-	-
Materials & Supplies	2,124.86	8,200.00	6,075.14
Uniforms	3,212.73	5,000.00	1,787.27
General Services	1,944.36	20,500.00	18,555.64
Repair & Maintenance	-	2,000.00	2,000.00
Minor Equipment	-	2,200.00	2,200.00
Fleet Vehicles	1,369.16	4,000.00	2,630.84
Special Fees	1,233.31	4,150.00	2,916.69
Computer & office Equip	-	-	-
Office Supplies	509.11	2,400.00	1,890.89
Travel & Professional Dev	15,245.47	13,200.00	(2,045.47)
Tournament Event Fees	125.00	14,800.00	14,675.00
Merchant Account Fees	91.35	-	(91.35)
Advertisement	-	1,000.00	1,000.00
Meals	-	75.00	75.00
Printing & Reproduction	-	1,200.00	1,200.00
Software Fees	-	450.00	450.00
License and Permits	<u>418.00</u>	<u>115.00</u>	<u>(303.00)</u>
Total EXP	111,153.94	299,127.48	187,973.54
Report Difference	(27,292.31)	36,422.52	64,014.83
Ending Fund Balance	248,014.57	311,729.40	

First Tee Coachella Valley
FY2018 Budget vs Actual -12/31/2017

<u>Account Title</u>	<u>YTD Actual</u>	<u>FY2018 Budget</u>	<u>Budget Remaining</u>
Beginning Fund Balance	275,306.88	275,306.88	
Charges for Services	26,815.00	59,350.00	32,535.00
Grants & Donations	56,526.13	94,800.00	38,273.87
Registration Fees	-	59,200.00	59,200.00
Sponsorship	-	8,900.00	8,900.00
Sales of Donated Equipment	8,789.64	40,000.00	31,210.36
Miscellaneous Income	-	-	
Event Income	<u>36,473.86</u>	<u>73,300.00</u>	<u>36,826.14</u>
Total REV	128,904.63	335,550.00	206,945.37
Payroll Taxes	4,996.70	11,491.26	6,494.56
Full Time Retirement	-	9,454.07	9,454.07
Medical	7,951.53	13,685.50	5,733.97
Workers Compensation	2,898.10	5,262.87	2,364.77
Full Time Salaries	41,666.99	94,540.67	52,873.68
Part Time Salaries	44,164.32	82,316.25	38,151.93
Part Time Pension	1,399.04	3,086.86	1,687.82
Communications	-	-	-
Materials & Supplies	2,462.09	8,200.00	5,737.91
Uniforms	3,212.73	5,000.00	1,787.27
General Services	3,488.73	20,500.00	17,011.27
Repair & Maintenance	-	2,000.00	2,000.00
Minor Equipment	-	2,200.00	2,200.00
Fleet Vehicles	1,447.16	4,000.00	2,552.84
Special Fees	1,642.01	4,150.00	2,507.99
Computer & office Equip	-	-	-
Office Supplies	509.11	2,400.00	1,890.89
Travel & Professional Dev	15,540.14	13,200.00	(2,340.14)
Program Expense	8,250.00	-	(8,250.00)
Tournament Event Fees	125.00	14,800.00	14,675.00
Merchant Account Fees	98.55	-	(98.55)
Advertisement	-	1,000.00	1,000.00
Meals	-	75.00	75.00
Printing & Reproduction	-	1,200.00	1,200.00
Software Fees	-	450.00	450.00
License and Permits	<u>418.00</u>	<u>115.00</u>	<u>(303.00)</u>
Total EXP	140,270.20	299,127.48	158,857.28
Report Difference	(11,365.57)	36,422.52	48,088.09
Ending Fund Balance	263,941.31	311,729.40	



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Consent
	ITEM: 5.c.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

Acceptance of Director Keenan Barber's resignation from the Board of Directors

RECOMMENDATION:

To accept the resignation of Keenan Barber from Board of Directors of The First Tee of Coachella Valley

BACKGROUND:

On January 2, 2018 President Wales and staff received the resignation letter of Keenan Barber. Keenan served on the board for the past decade and has been instrumental in the success of the chapter. Keenan has indicated he will remain an active and engaged volunteer just not at the board level. We thank Keenan for all he has done and for his continued positive impact on the members of the chapter.

FINANCIAL IMPACT:

There is no financial impact associated with this action.



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.a.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

Formation of independent 501c3 - The Friends of the First Tee Coachella Valley

RECOMMENDATION:

To consider establishing an additional supporting 501c3 - The Friends of the First Tee of Coachella Valley

BACKGROUND:

The First Tee Board of Directors was established by the Desert Recreation Foundation (DRF) for the purpose of fundraising for the chapter. Staff has expressed concerns about competing with the DRF for local funding. Often, local funders will not fund multiple projects from the same organization. Thus, the question of establishing second 501c3 supporting organization for the First Tee with its own tax identification number.

FINANCIAL IMPACT:

There is no financial impact associated with this action



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.b.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

Executive Director Recruitment

RECOMMENDATION:

To appoint two board members to participate on the selection committee.

BACKGROUND:

The Executive Director position is currently under recruitment. Staff would like the board to participate in the applicant screening process. Selection Committee duties would include the following:

1. Review of prequalified applications
2. Assist with interview question development
3. Participate on panel interviews
4. Rank candidates

Top ranking candidates will move forward to final interview.

FINANCIAL IMPACT:

There is no financial impact associated with the action.

Attachments

ED Recruitment Brochure



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.c.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 07/18/2018

SUBJECT:

Fund Development Coordinator Recruitment

RECOMMENDATION:

To approve the immediate recruitment and funding of a temporary Second Fund Development Coordinator

BACKGROUND:

Our current Fund Development Coordinator (FDC) has provided us with notice that she will be vacating her position at the end of April 2018. As we are in the heart of the season, staff believes it is in our best interest to take advantage of the opportunity for our current FDC to train her replacement. This will provide two to three months overlap creating added unbudgeted personnel expense. Should the Board wish to proceed with staff recommendation, we will amend the FY 2018 budget at the next meeting.

FINANCIAL IMPACT:

The financial impact associated with this action is estimated at \$13,728 that is not currently in FY 2018 budget.



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.d.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:
Tenth Anniversary Event

RECOMMENDATION:
Discussion and possible action

BACKGROUND:

FINANCIAL IMPACT:



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.e.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

Selection of Honoree(s) for the First Tee Invitational Golf Tournament

RECOMMENDATION:

To select honoree(s) for the First Tee Invitational Golf Tournament

BACKGROUND:

The tournament committee is recommending recognizing one major donor per year at the Annual First Tee Invitational Golf Tournament. Originally, the committee had selected Desert Classic Charities as its major donor for the 2018 recognition. Subsequently, Director Kane spoke with representatives of the Springs Club, also a major donor, and learned this years drop in support was due to feeling unappreciated by the chapter. Director Kane has done an excellent job of damage control. However, it has been suggested that we also honor the Springs Club in 2018. For planning purposes the committee request the Board's direction.

FINANCIAL IMPACT:

The financial impact of this action is unknown.



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.f.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

Chapter Reserve Policy

RECOMMENDATION:

To approve the First Tee of Coachella Valley Reserve Policy as presented.

BACKGROUND:

Each chapter is required to adopt a reserve policy to meet its ZONE requirements. This policy establishes the minimum cash the chapter will reserve for operations in order to insure solvency through unexpected financial hardship. Staff has set the policy at 60% of operating expenditures. This will allow for 6 months operations without revenue. The policy also establishes when and how the funds will be used and replenished.

FINANCIAL IMPACT:

There is no financial impact associated with this action.

Attachments

Reserve Policy

Cash Operating Reserve Policy

The First Tee of Coachella Valley

PURPOSE

The purpose of the Cash Operating Reserve Policy for Desert Recreation Foundation, doing business as The First Tee of Coachella Valley, is to ensure the stability of the mission, programs, employment and ongoing operations of the organization. The Operating Reserve is intended to provide an internal source of operating funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss of funding or uninsured losses. The Reserve may also be used for one-time, nonrecurring expenses that will build long term capacity, such as staff development, program expansion, or investment in equipment and infrastructure. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of The First Tee of Coachella Valley for Operating Reserves to be used and replenished within a reasonably short period of time.

The Operating Reserve Policy will be implemented in concert with the other governance and financial policies of The First Tee of Coachella Valley and is intended to support the goals and strategies contained in those related policies and in the strategic and operating plans. The First Tee of Coachella Valley may also establish other reserve funds designated for specific purposes.

DEFINITIONS AND TARGET GOALS

The Operating Reserve Fund is defined as a designated fund set aside by action of the Board of Directors. The minimum amount to be designated as Operating Reserve will be established in an amount sufficient to maintain ongoing operations and programs for a set period of time, measured in a percentage of annual operating costs. The Operating Reserve serves a dynamic role and will be reviewed and adjusted in response to internal and external changes.

The target minimum Operating Reserve Fund is equal to 60% of the annual operating costs. The calculation of annual operating costs includes all recurring, predictable expenses such as salaries and benefits, occupancy, office, travel, program, and ongoing professional services. Depreciation, in-kind and other non-cash expenses will not be included in the calculation. The calculation of annual expenses also excludes certain expenses such as pass-through programs, one-time capital purchases or unusual expenses. The amount of the Operating Reserve Fund target minimum will be calculated each year after approval of the annual operating budget, reported to the Board of Directors, and included in the regular financial reports.

ACCOUNTING FOR RESERVES

The Operating Reserve Fund will be recorded in the financial records as a Board-Designated Operating Reserve. The Fund will be funded and available in cash or cash equivalent funds. Operating Reserves will be maintained in a segregated bank account or investment funds, in

accordance with the investment policies.

FUNDING OF RESERVES

The Operating Reserve Fund will be funded with surplus unrestricted operating funds. The Board of Directors may from time to time also direct that a specific source of revenue be set aside for Operating Reserves. Examples may include one-time gifts or bequests, special grants or special appeals.

USE OF RESERVES

Use of the Operating Reserves requires three steps:

1. Identification of appropriate use of reserve funds.

The Executive Director and staff will identify the need for access to the Operating Reserves and confirm that the use is consistent with the purpose of the reserves as described in this Policy. This step requires analysis of the reason for the shortfall, the availability of any other sources of funds before using reserves, and evaluation of the time period that the funds will be required and replenished.

2. Authorization to use operating reserves.

The Executive Director will submit a request to use Operating Reserves to the Treasurer and the Finance Committee. The request will include the analysis and determination of the use of funds and plans for replenishment. The organization's goal is to replenish the funds used within a reasonable period of time to restore the Operating Reserve Fund to the target minimum amount. If the use of Operating Reserves will take longer than twelve months to replenish, the request will be scrutinized more carefully. If approved, the Finance Committee will recommend the request for approval by the Board of Directors.

3. Reporting and monitoring.

The Executive Director is responsible for ensuring that the Operating Reserve Fund is maintained and used only as described in this Policy. Upon approval for the use of Operating Reserves, the Executive Director will maintain records of the use of such funds and plan for replenishment. The Executive Director will provide regular reports to the Finance Committee and Board of Directors of the progress to restore the Fund to the target minimum amount.

REVIEW OF POLICY

This Policy will be reviewed every other year, at minimum, by the Finance Committee, or sooner if warranted by internal or external events or changes. Changes to the Policy will be recommended by the Finance Committee and approved by the Board of Directors.

Board Approved January 22, 2018



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.g.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

2018 Chapter Budget and Chart of Accounts

RECOMMENDATION:

To approve the FY 2018 ZONE Budget

BACKGROUND:

In order to meet the ZONE requirements, each chapter must submit its annual budget in the format prescribed by the Home Office. Attached for you review and approval is the FY 2018 Budget for submission.

FINANCIAL IMPACT:

There is no financial impact associated with this action.

Attachments

ZONE Budget

2018 Chapter Budget

<i>Chapter Name: The First Tee of</i> <u>Coahella Valley</u>
<i>Region:</i> <u>Pacific</u>

REVENUE

Operating

Golf Course	\$	-
Driving Range/Practice Area	\$	-
Golf Shop/Clubhouse	\$	-
Instruction (Non-TFT)	\$	-
Total Operating Revenue	\$	-

Program

Participant Fees	\$	59,350.00
Group Fees	\$	-
Total Program Revenue	\$	59,350.00

Fundraising

Designated Capital Campaign	\$	20,000.00
The First Tee Grants	\$	-
Government Grants	\$	-
Foundation and Association Grants	\$	30,000.00
Corporate Contributions	\$	21,100.00
Individual Contributions	\$	64,800.00
Golf Outings and Events	\$	73,300.00
Non-Golf Events	\$	40,000.00
LPGA/PGA Event Proceeds	\$	27,000.00
Outreach Program/Partner Direct Funding	\$	-
Outreach Community/Campaign Funding	\$	-
Investments	\$	-
In-Kind	\$	-
Total Fundraising Revenue	\$	276,200.00

Total Revenue	\$	335,550.00
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EXPENSES**Operating**

Operating Salary and Wages	\$	-
Rent/Office Space/Golf Course	\$	-
Driving Range/Practice Area	\$	-
Golf Shop/Clubhouse	\$	-
Utilities	\$	-
Clubhouse/Pro-shop Maintenance	\$	-
Golf Course Maintenance	\$	-
In-Kind (Operations)	\$	-
Total Operating Expense	\$	-

Program

Program Salary and Wages	\$	126,826.76
Camps/Clinics/Life Skills Education	\$	-
Teaching Aids and Supplies	\$	12,200.00
Communications and Marketing	\$	10,500.00
Technology	\$	7,115.48
Transportation	\$	4,000.00
Education Travel and Entertainment	\$	15,000.00
Outreach Location Investment	\$	-
Outreach Location Oversight/Management	\$	-
In-Kind (Program)	\$	-
Total Program Expense	\$	175,642.24

Fundraising

Fundraising Salary & Wages	\$	24,697.95
Golf Outings and Events	\$	14,650.00
Non-Golf Events	\$	-
In-Kind Fundraising	\$	-
Other Fundraising	\$	1,900.00
Total Fundraising Expense	\$	41,247.95

Administration

Administrative Salary and Wages	\$	65,262.77
Professional Fees	\$	4,300.00
Supplies	\$	2,400.00
Administrative Travel and Entertainment	\$	5,775.00
Dues and Subscriptions	\$	4,500.00
Investment Fees and Interest	\$	-
Insurance	\$	-
In-Kind Administration		
Total Administrative	\$	82,237.77

Total Expense

\$	299,127.96
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STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.h.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:
Driving Toward Sustainability and Growth

RECOMMENDATION:

BACKGROUND:

FINANCIAL IMPACT:

Attachments

Driving Toward Sustainability and Growth

Driving Toward Sustainability & Growth

“The greatest thing in this world is not so much where we stand as in what direction we are moving.”
Johann Wolfgang von Goethe

As The First Tee celebrates its 20th year of impacting the lives of young people across the country, Joe Barrow has encouraged us to take time to reflect and celebrate milestones we’ve reached. As we look at moving the mission forward, we ask “What’s next”? The answer: Driving toward sustainability and growth.

How do we define sustainability? *As the ability of a chapter to put in place, modify as needed, and maintain, an operating model that allows it to continue its mission for the long-term. Specifically, chapter sustainability requires focusing on chapter business models that are adaptable, properly resourced, outcomes-driven and positioned for growth, so as to increase impact and relevance throughout the chapter’s service area.*

What are characteristics of sustainable chapters? They have

- The ability to identify and adapt to changing internal and external environments
- Diverse, strong leadership
- Ample resources (human and financial)
- Technology and data to support business decisions

How are we relevant? Through

- Service area penetration and reach
- Fidelity of program delivery
- Marketing and brand awareness
- Engaged parents and alumni
- Dedicated donors and volunteers

The intent of this resource, coupled with KPR 6, is for the board, staff, stake-holders, volunteers and community leaders to pause to evaluate your chapter and its core functions. This resource will provide structure to capture data while encouraging meaningful dialogue on the direction of your chapter, as you drive toward sustainability and community relevance.

The resource has been divided into four key areas: Governance, Funding, Programming and Operations. Thought starters have been provided in each of the four areas to facilitate meaningful discussion. Discussions should not be limited to just these thought starters, but consider all areas of the chapter’s business.

In consideration of Joe’s message and vision for the network, KPR 6 in 2017 ZONE has been updated. It now reads:

Chapter leadership and stakeholders evaluate the chapter’s status in four key areas and identify goals for 2018 which will move them toward sustainability and relevance. Template provided.

Acceptance, evaluation and approval of this document in fulfillment of the KPR will be based on:

- Demonstration of honest and thorough examination of the organization
- Involvement of a variety of individuals in the process
- Incorporation of chapter data and trends
- Goals that are specific, measurable, challenging (yet achievable) and time bound

Final version must be provided and approved by **December 1, 2017** to meet KPR 6 criteria.

Your initial submittal is due: **October 1st**

The First Tee of: *The Coachella Valley*

GOVERNANCE

Thought Starters

- Financial awareness (cash flow) & oversight
- Fiduciary responsibility
- Board development - recruitment, onboarding and succession
- Staff development – recruitment, succession planning
- DRD engagement – so that DRD stays committed to TFT program
- Board education
- Risk management
- Strategic direction
- Diversity and adaptability

Strengths

- Strong core of engaged Board members committed to chapter success.
- The Board and management share a passion for the children, game and mission of the First Tee.
- The Board and staff have demonstrated adaptability to changing or adverse circumstances.
- The chapter is part of a larger organization providing support operationally and financially ensuring chapter stability and longevity

Weaknesses

- Consistent leadership at the Executive Director level
- Current culture does not encourage and nurture engagement of the entire board
- The chapter is part of larger organization with perceived competing goals
- Lack of clarity of board roles and responsibilities
- Reactionary to opportunities vs. strong strategic plan and focused implementation.

Opportunities

- Focused strategies for growth and sustainability
- Define clear roles and expectations for board and staff
- Diversify board member make up to reflect communities served
- Develop board culture to increase engagement and productivity
- Increased board and staff development locally, regionally and nationally
- Coordinate with other youth serving agencies (Boys and Girls, YMCA)

Challenges

- Consistency of leadership at the Executive Director level.
- Lack of bench strength to fill key staff vacancies
- Engagement and commitment of the full board.
- Board understanding of roles and responsibilities.
- Incomplete strategic plan.
- Lack of representation of the eastern and western Coachella valley on the board.
- Lots of enthusiasm, ideas and opportunities without the manpower and direction to implement.
- Making the ask when perceived as part of the government

We plan to achieve the following goals by December 31, 2018

1. Complete 5-year strategic plan to include chapter mission, vision, objectives and strategies for growth and sustainability by January 8, 2018.
2. Create board member, board committee, and board officer job descriptions for board approval on January 8, 2018.
3. Improve financial awareness and oversight by implementing an improved financial reporting and approval processes by March 12, 2018.
4. Increase board diversity geographically, ethnically, age, and gender by identifying and recruiting 2 new board members, one representing the eastern and one representing the western, extremes of our service area by December 31, 2018.
5. Achieve 100% engagement of current board by clarifying roles, removing inactive board members and recruiting new board members to fill vacancies by September 10, 2018.
6. Create board of director's cultivation and succession plan for incoming officers to correspond with bi-annual Network Meeting by March 12, 2018.
7. Develop and implement board scorecard to reinforce board responsibility and understanding by January 8, 2018.

FUNDING

Thought Starters

- Strategic Funding Plan
- Donors – cultivation, retention and progression
- National gift campaign in CV that benefits TFTCV
- Diverse funding sources
- Sufficient funds on hand
- Major gifts procurement

Strengths

- Increased number of individual donors year over year.
- Implemented fundraising calendar.
- Created Development Coordinator position within staff to oversee grants, special events and donor process.
- Increased use of website, social media and email to nurture donor relationship.
- Improved donor and fundraising data tracking.
- Continue to diversify funding sources through parking lot sales, grants, benefit tournaments, special events, sponsorships and annual giving.

Weaknesses

- Need to develop a Strategic Fundraising Plan.
- Identify ways to increase donor retention.
- Need to develop a marketing plan that covers areas currently underutilized such as radio or tv.
- Utilizing City funding programs.
- Improve relationships with clubs participating in the Tee It Up program.

Opportunities

- Identify and cultivate donor prospects within volunteer database.
- Increase number of fundraising / special events volunteers from current database.
- Continue to foster community partnerships whether new, existing or former relationships.
- Increase gift amounts from existing donors.
- Utilize resources through Association of Fundraising Professionals, Center for Nonprofit Advancement, Regional Access Project and The First Tee Home Office.

Challenges

- Sufficient funds on hand.
- Need to develop a Planned Giving program and solicit future gifts.
- Country Club Ambassador program has been a challenge.
- Increase board engagement in all aspects of fundraising.
- Staffing challenges in other areas of our chapter has impacted our progress to make fund development a focal point.

We plan to achieve the following goals by December 31, 2018

1. Revise and implement participant fee structure to increase revenue and retain existing participants by January 8, 2018.
2. Develop a draft Fundraising Plan to include individual, corporate, annual and planned giving strategies to increase results by 10% year over year by March 31, 2018.
3. Increase individual and corporate donor retention year over year from X% to Y% by December 31, 2018.

4. Increase number of individual and corporate donors year over year from X to Y by December 31, 2018.
5. 100% of Board members fulfill their give/get commitment by December 31, 2018.
6. Identify, cultivate, and secure one trustee in partnership with Home office by December 31, 2018.

PROGRAMMING

Thought Starters

- Chapter program observations and evaluations
- Saturation of service area (locations)
- Penetration of service area (reach)
- Progression of participants to birdie and above
- Diversity - ethnic, community, gender
- Outreach - NSP & DRIVE
- Transition opportunities
- Staff is too lean without future leaders identified

Strengths

- Great core coaching staff.
- Good volunteer coaching base.
- PD does 2 evaluations a year on each instructor.
- Moving the right way for NSP in the Coachella Valley with 7 schools now.
- We have a great Champion with our NSP over at Johnson Elementary with the PE teacher and the Principal.
- 13 DRIVE sites through the DRD but would like to expand.
- Have increased classes at our Indio Class (East Valley).
- Have the options to use lights to have classes later in the evening.

Weaknesses

- Need a specific team member to oversee/grow NSP/DRIVE as outreach coordinator.
- We need more TRAINED coaches of diversity as our program grows.
- Slow/low progression from Par to Birdie.
- We need more volunteers, coaches/board members of diverse backgrounds for the juniors to look up too, especially in the east valley area as we grow that location.
- Need to get items in place to help the NSP/DRIVE to help transition to our green grass facilities.

Opportunities

- Plenty of room to grow NSP/DRIVE but need someone in place to train and take over these programs as an outreach coordinator.
- Must continue to build up Indio site/ East Valley with classes on different days and evenings.
- Start working our way to Palm Springs area to start classed over in that untapped service area.

Challenges

- Need more educated instructors/outreach coordinator to deliver proper LSE and maintain quality of programming in every aspect.
- Grant money for NSP/DRIVE sites.

We plan to achieve the following goals by December 31, 2018

1. Increase number of National Schools Program locations from 7 to 12 by December 31, 2018
2. Diversify coaching staff and volunteer pool by recruiting, onboarding and training coaches and volunteers indigenous to the communities to be served by March 31, 2018.
3. Increase participant progression by 10 participants to birdie level or higher by June 30, 2018.
4. Revise and implement participant fee structure to increase revenue and retain existing participants by January 8, 2018.
5. Develop transition strategy plan from outreach programs to LSE program by April 30, 2018.

6. Complete Program Director schedule of quarterly observations of each program location and complete instructor evaluations each session for 2018/19 season by September 1, 2018.
7. Initiate memorandum of understanding with City of Indio for Indio Lights program site by December 31, 2018.

OPERATIONS

Thought Starters

- Staffing levels
- Coach and volunteer utilization
- Need to lower average age of volunteers and diversify
- Program location capacity
- Technology
- Marketing and community awareness
- Training and education

Strengths

- Staff we have is trained/educated very well.
- Great volunteer coaching program with a lot of returning every year.
- Fantastic facility with dual sided range with lights, 9-hole par 3 golf course, 3 practice greens and two classrooms to conduct LSE activities.
- Have great potential at Indio facility for growth.
- Have Facebook, Instagram and a good website with great potential.

Weaknesses

- Need to have more awareness of our brand in the valley.
- No dedicated staff on strictly technology. (Social media, website)
- Need 2-3 upcoming coaches to help with growth.
- Outreach coordinator to help with valley wide festivals and community's events.

Opportunities

- Indio facility has lots of growth opportunities.
- Look at other green grass facilities in the east valley area to expand to and host LSE classes.
- Use volunteers in more administrative roles.

Challenges

- Finding coaches with diverse backgrounds that can speak Spanish.
- Need more support staff for marketing, training, technology and volunteer management.
- Need a place to store equipment at our Indio facility.

We plan to achieve the following goals by December 31, 2018

1. Institute staff development program ensuring current staff coaches are at level II or higher in TFT coaching network by December 31, 2018.
2. Establish development plan for new coaches to reach level II within one year of hire by June 30, 2018.
3. Increase number of classes offered at Indio Lights from 3 to 6 by February 1, 2018.
4. Recruit, hire and train 2 bilingual coaches by April 1, 2018.
5. Recruit, onboard and train 4 bilingual volunteers by February 28, 2018.
6. Identify and establish one LSE location in eastern Coachella Valley at DRD operated facility by September 1, 2018.



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Action Items
	ITEM: 7.i.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

2018 ZONE Requirements

RECOMMENDATION:

To review and accept the new chapter expectations through the 2018 ZONE.

BACKGROUND:

For over a decade, the home office has used ZONE to evaluate and monitor the health of the chapter network. ZONE established and provided benchmarks to measure both qualitative and quantitative performance and also to gauge each chapter's ability to continue to improve operationally.

ZONE has undergone a major change for 2018. First, the changes reflect the business' focus on the conversion to a unified data platform – Salesforce. Salesforce in and of itself will provide reporting structures to enhance the decision-making process at both the chapter and network levels.

Second, ZONE has been significantly pared down from prior versions to focus only on the chapters' completion of seven mandatory tasks that help further the cause of operating sustainability. These tasks have been framed as Key Performance Requirements (KPRs) and they fall within the areas of financial, operations and governance. They are not new tasks to be performed by the network, but rather activities that should be conducted during the general course of operating a nonprofit business.

The ZONE levels of Par, Birdie, Eagle and Ace are inapplicable in 2018. Chapters must meet all seven requirements to remain in good standing within the network. These seven requirements constitute the beginning actions needed to encourage discussion, provide direction and enable changes needed to build a stronger chapter network and to ensure continued delivery of impactful programs throughout the network.

FINANCIAL IMPACT:

To be determined.

Attachments

2018 ZONE

2018 ZONE

1. Chapter submits the 2017 Chart of Accounts and 2018 Budget with income and expenses for The First Tee operations only. (Deadline: Feb 15) Submit to Data Evaluation
2. Chapter maintains current the board roster with bios and submits Board Profile Worksheet. (Deadline: March 30) Submit to DRA
3. Chapter submits Board Minutes and supporting meeting documentation. (Prior to next board meeting) Submit to DRA
4. Chapter board or advisory board reviews and submits the IRS Form 990 for the chapter's legal entity. (Deadline: Nov. 1) Submit to Data Evaluation
5. Chapter board, staff and stakeholders assess four key areas of the chapter's business and submits 2018 Planning Resource template. (Draft Deadline: Oct 1; Acceptance Deadline: Dec 1) Submit to DRA
6. Chapter engages in conversion and implementation of Salesforce platform, including training and utilization as part of your scheduled cohort.
[Note: Chapter must fulfill both requirements in order to receive credit for completion] Verified by DRA
7. Minimally 80% of the board of directors completes DRA-provided Board Assessment Tool and utilizes results to improved board effectiveness. (Deadline: Set by DRA) Submit to DRA



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Committee/Staff Reports
	ITEM: 8.a.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

First Tee Invitational Golf Tournament

RECOMMENDATION:

To receive and file

BACKGROUND:

Director Proctor will provide an update of the activities of the Tournament Committee.

FINANCIAL IMPACT:

There is no financial impact associated with this item.

Attachments

Fundraising Events
Fundraising Ideas

FUND RAISING EVENTS

WE NEED YOU!

FOUNDERS MOVIE - Meet SHIRLEY SPORK - January 25, 2018

The Gardens Concert On the Green - El Paseo - February 24-2018

10th Anniversary Donor Appreciation - March 13, 2018 (invitation only)

The First Tee Invitational Golf Tournament - April 20, 2018

FUND RAISING IDEAS

BECOME THE MASTER OF OPTIONS

How do we get in front of donor?

We are not selling, we are solving

You are solving the option to meet

We would like to meet with you to discuss the First Tee Coachella Valley- (thirty minutes max.)

I realize we are in an electronic world, but nothing beats a face to face interview - everyone takes the time to meet re: items of personal interest.

Are Tuesday mornings or Thursday afternoons better for you?

We have the need, not the donor

Don't predetermine their budget

Present three to four options that will benefit all parties

Most expensive first, there really is no sticker shock

Present each option & be prepared to show benefits

Ask questions that require an answer & don't forget to listen

The dialogue you receive is from donor's perspective & very valuable

You may not receive a commitment in first meeting

Thank them & request a date for follow-up

Do you know of anyone that may be interested in helping us this year?



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Committee/Staff Reports
	ITEM: 8.b.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/17/2018

SUBJECT:

Fund Development Report

RECOMMENDATION:

Information Only – Receive and File

BACKGROUND:**1. Grants**

- a. Desert Classic Charities awarded our chapter \$10,000 for program expansion in the East Valley through the efforts of Keenan Barber.
- b. The Champions Volunteer Foundation awarded our chapter \$5,000 for program expansion in the East Valley.
- c. Walmart Foundation awarded our chapter a \$2,000 grant sponsorship of the Concert Series at The Gardens in February.
- d. LPGA Foundation awarded our chapter \$1,000 through the Sandy LaBauve grant for program expansion in the East Valley.
- e. The PGA SuperStore through The Arthur M. Blank Foundation, awarded our chapter \$12,500 this year.
- f. We are applying for funding through the City of Palm Desert, the Coeta and Donald Barker Foundation and the Anderson Children's Foundation over the next 3 months.

2. Benefit Tournaments

- a. The Springs Club held their tournament on Jan. 13th. Jim Kane, Jon Proctor and both Pebble Beach participants were in attendance.
- b. Andalusia Women's Club will host a tourney fundraiser for TFT on March 20-21st. Jim Kane is point of contact.
- c. Rancho Las Palmas Men's Club will host a tourney fundraiser for TFT in April. Jim Kane is point of contact.

- d. Portola Country Club will host annual tourney fundraiser on Feb. 19th. Sandy Lounsbury is point of contact.
- e. We are awaiting an update from Mountain View CC on whether TFT will be the beneficiary of their golf marathon this year.

3. Annual Giving Campaign

- a. Thus far, has grossed \$4,485 in revenue.
- b. We have received the bulk of 2017 annual giving donations.
- c. Campaign thus far surpassed number of donors and funds raised year over year.

4. The Founders Movie Fundraiser, January 25th

- a. 125 tickets sold to date – Maximum number of attendees is 200.
- b. Please buy your tickets online and attend the movie.

5. Concert Series at The Gardens, February 24th

- a. We need volunteers to help with selling tickets and serving wine.
- b. Please help distribute the concert flyers to your contacts.

6. 10th Anniversary Benefactor Reception

- a. Date was moved to Tuesday, March 13th from 6-8pm at The S at Rancho Mirage.
- b. Current guest list is approximately 210. See attached.
- c. Bob Russo is producing one 4-minute video around key alumni and our chapter successes and one 1-minute video around our alumni speaker, Caroline Ordian.
- d. Scott Kiner is producing a digital Save-the-Date and formal invitation.
- e. Hot Purple Energy has committed \$1,800 and live band towards the event.

7. The First Tee Annual Golf Tournament – Jon Proctor to provide update.

8. Other Fundraising Efforts

- a. Indian Wells Country Club Ladies Group donated \$1,350.00 through the efforts of Tay Fried.
- b. Parking Lot Sales have generated approximately \$7,900 to date through the efforts of our golf shop staff, volunteers and Board Member Tay Fried.

FINANCIAL IMPACT:

There is no financial impact associated with this item.

Attachments

Guest List



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Committee/Staff Reports
	ITEM: 8.c.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE: 01/18/2018

SUBJECT:

Programming Report

RECOMMENDATION:

To receive and file.

BACKGROUND:**Programming**

Winter classes are in full swing with 32 classes being taught from Monday to Saturday with multiple classes FULL. I will give up to date numbers on day of meeting. Over the winter break we had six free bring a friend clinic and they were very successful. I believe we picked up 5-10 new participants just from these Free clinics. We also have 10+ little Linksters over at The Academy on Hwy 74 which is a great feeder to our program.

Outreach

In January, we also had some great outreach events with the Live Well Festival in Palm Desert and Putt-Putt for pancakes in La Quinta. Sandy did a great job at these events and got about 5-10 more participants to sign up. We also have had six field trips from our ASES/DRIVE sites through the DRD. These are great for the students to see the course and a green grass facility. There is a good possibility of those students progressing into our programs. The goal with these efforts we hope to get our membership back up.

Meet with Hoover Elementary and will be our next NSP school site with the Bighorn grant. We have hired a NEW Outreach/Volunteer Coordinator that will mainly take over the NSP/DRIVE part of the program along with eventually helping with the volunteers. This will be a great addition to have some dedicated to this side of our program to make it the best it can be.

Evans Scholarship

We had a meeting with Thunderbird CC GM to work on getting the Evans Scholarship program started for the Summer time. This is a great program but need some help with committee members to make this

a reality.

Participant Opportunities

CareerBuilder week was a great success with our Monday Master class, Sunday Junior Clinic and Standard bearing all week long. The participants had a great time at the Monday master class as it was a bit different this year.

TFT Home office opportunities are up and we should have about the same attend as last year or more. Please check out the entire list on the home office website and if you have any suggestion on whom should go let us know.

Volunteers

We had a New volunteer training with about 15 new volunteers for the year. The training went well and everyone learned a lot. Our volunteer pool is looking very healthy now but we can always use more. We are still looking for a few bi-lingual instructors, I am all ears for ideas.

Had a very successful volunteer party with over 70+ in attendance. Looking to do another one in the spring, any ideas?

Employees/Education

We will be hosting a level III training at our facility in the middle of March. It will attract 30+ of the top TFT coaches in the nation to finish their TFT education. Sandy and Eric, two of our instructors will be there to finish their coaching program. We are also sending Jonathan Ruiz to a level I training in Phoenix over the middle of February.

Still in need of a possible bi-lingual instructor, if anyone has any ideas we are all ears.

FINANCIAL IMPACT:

There is no financial impact associated with this item



STAFF REPORT

MEETING DATE: 01/22/2018	AGENDA SECTION: Committee/Staff Reports
	ITEM: 8.d.
APPROVED BY	
DEPARTMENT DIRECTOR	GENERAL MANAGER

TO: Honorable Members of the Board
FROM: Kevin Kalman, General Manager
DATE:

SUBJECT:

Executive Directors Report

RECOMMENDATION:

To receive and file.

BACKGROUND:

The Executive Director will provide a verbal update at the meeting.

FINANCIAL IMPACT:

There is no financial impact associated with this item.
