

**CALGARY LADIES GOLF ASSOCIATION
SPECIAL TASK FORCE MEETING
JULY 8, 2015 – 2 – 4:00 P.M.
COTTONWOOD GOLF & COUNTRY CLUB**

REPORT

The following individuals were in attendance at this meeting:

Debbie Cook, President, CLGA
Cheryl Inkpen, Medalist, CLGA
Monika Jansen, Tournament Liaison, CLGA
Diane Williams, Canyon Meadows
Jim Hope, GM, Canyon Meadows
Tiffany Gordon, Executive Head Pro and GM, Cottonwood
Sandy Vanden Brink, CG&CC
Margaret Hill, Springbank Links
Carol Logan, Secretary, CLGA

Status of Golf in General

A general discussion took place regarding the current status of women's golf and the golf industry in general, not only in Calgary, but Canada and North America as well. Participation in the sport is dwindling due to a number of factors:

1. Economics
2. 20 – 40 year-olds unwilling to not only spend the money, but also make the time commitment which golf takes
3. Seniors are aging and unable to play any more
4. The sport is not part of the physical education curriculum in most school systems.

Discussion took place about what attracts women to golf and what works to keep them in the game. More fun programs (such as CHAMPS) would get more women participating (suggestion of a 9-hole evening interclub). One suggestion was to have junior girls form a 3rd CHAMPS group during July and August so they can experience match play.

5-year Plan and Hosting Responsibilities

It is very evident that the CLGA, CGA and AGA need to get the 5-year plan back on track and Tiffany Gordon volunteered to discuss this with Matt at the AGA as they must take the lead on this initiative.

Diane Williams led a discussion on the appropriateness of member Clubs to host our various events. She broke the member Clubs into the following categories:

“A” Clubs – Ladies Amateur and Senior Ladies Amateur Hosts

Bearspaw
Calgary Golf & CC
Canyon Meadows
Carnmoney
Cottonwood
Country Hills
Earl Grey
Elks Club of Calgary
Glencoe
Inglewood
Pinebrook
Priddis
Silver Springs
Willow Park

“B” Clubs – Tournament of Champions, Medalist, Junior Amateur and possibly a Senior Amateur

Elbow Springs
Highwood
Maple Ridge
Redwood Meadows
River Spirit
River’s Edge
Shaganappi
Turner Valley

“C” Clubs – could not host Ladies or Senior Amateur, but possibly a Junior Amateur, Tournament of C, Medalist events

Fox Hollow
Hampton’s
Heritage Pointe
Lakeside Greens
Lynx Ridge
Sirocco
Springbank Links
Valley Ridge
Wintergreen
Woodside

It was suggested that we contact Country Hills to host the 2017 Ladies Amateur and Debbie Cook undertook to contact Holly-Jean Kadonaga, President of the Ladies Club, to discuss this possibility. Debbie is also putting together a promotional package showing the value to member Clubs for hosting one of our Amateurs (Ladies and Seniors).

The position of 5-year Plan is currently vacant and although it has been advertised on our website and discussed at the Spring AGM, no one has come forward to volunteer. It was felt by this group that it is probably the most important position on our Executive and it was suggested that a couple of the Executive positions should receive compensation of some sort for all of the work required; i.e., WebMaster/Tournament Liaison and 5-year Plan Chair. This then led to a discussion about our annual dues. There was also a brief discussion about the need for a Junior Rep on the Executive. It was recommended that with respect to our Juniors, a summary should be built each year indicating the # of junior girls in each Club and then we should rotate the Junior Amateur through the Clubs with the most junior girls.

The general feeling of this group was that the current rate of \$1/member is almost an embarrassment. It was felt that the dues should be increased to at least \$5/member in 2016 or we look at a similar fee structure that the men have wherein every club pays a minimum amount. The revenue generated by this additional sum should be used to continue with Junior Development Camps, subsidize the 3 Amateurs and compensate a couple of the Executive positions (see above). Discussions followed regarding the need for a communication strategy prior to the increase, but then it was decided that the men do not have to defend their dues so why should we.

Here are the highlights:

1. Find a 5-year Plan person
2. Increase Annual Dues
3. Executive Compensation
4. Membership Survey
5. Focus group of members who do not participate in CLGA events
6. Continue with Junior Development Camps and find a Junior Executive Member
7. Look at possible events for mid to high handicappers