



## GOLF COMMITTEE MINUTES

DATE: February 13, 2019

TIME: 10:00 am – 11:00 pm

LOCATION: The Inn at Christmas Place

The meeting was called to order by committee co-chair, Eric Bradley at 10:06 a.m. in the breakfast room at the Inn at The Inn at Christmas Place. Attendance was recorded by sign in sheet.

In attendance: Ray Ogle; Eric Bradley; Pam Smith; Ashvin Shah; Barbie Perillo; Melanie Clifford; Amy Barnett; Rich Wilson; Matt Lyscas; Dan Wolfe and Coordinator, Christie Balog. Not in attendance: Donna Huffaker; Ken Maples; Gregory Payne; Bobby Tanner; Kyle Grainer and Stephanie Bean.

PFHTA Committee Ethics and Confidentiality Agreements signed by all attendees. Coordinator will follow up to ensure all members sign the 2019 agreement.

Meeting materials were provided to each committee member containing: meeting agenda, 2019 financial worksheet; and the 2019 Sponsorship Opportunities document/sales tool.

Co-chair, Eric Bradley opened the meeting with a note regarding our former chairmen and founding committee member, Tom Headla who has decided to step down this year. We are all going to miss Tom and wish him well in his semi-retirement. Eric added that we will finally find out just how much Tom did for our committee, besides eat cookies!

A follow-up discussion regarding the tournament format options presented in January by title sponsor, Bobby Tanner of S&D Coffee & Tea was led by co-chair Ray Ogle. Ray explained the differences between the 4-man and 2-man team format options. The 2-man team option would provide a more competitive tournament for our golfers and could potentially provide additional tournament revenue by increasing the cost of the teams, instead of adding sponsorships. After discussion, the committee agrees that golfer feedback is needed to grow the tournament. Melanie Clifford made a motion to table format changes in 2019; poll our team captains in 2019 and revisit format changes and tournament growth for the 2020 tournament. A second was made by Ashvin Shah. All were in favor and the motion carried. A list of potential polling questions for the team captain questionnaire will be provided at our next meeting.

A discussion regarding 2019 "Champions" was led by co-chairman, Eric Bradley who asked last year's committee champs if they would lead again this year. Barbie Perillo and Matt Lyscas agreed to champion Volunteer coordination; Melanie Clifford will champion Silent Auction coordination with the assistance of Barb Ogle of Best Read Guide; Ashvin Shah will champion Goody Bag distribution with the assistance of our WSCC volunteers; and new committee member, Rich Wilson of Ober Gatlinburg will be our Golf Ball Drop champion and will head up those efforts with the assistance of the coordinator; all board members and golf committee members. Golfer registration and volunteer efforts will be led by the Coordinator.

Volunteer coordinators would like to award a "Volunteer of the Day" award at this year's tournament.

Potential dates for the 22<sup>nd</sup> Annual PFHTA Benefit Golf Tournament were provided by the Coordinator. The preferred date of August 8<sup>th</sup> was determined to conflict with SYTA, as reported by Matt Lyscas and would impact several of our tournament volunteer's schedules. Christie stepped out to contact Nicole Catlett, Sevierville Golf Club by phone to discuss the alternate date of 8/15 but, was unable to reach Nicole at that time. (Note: Shortly after the meeting, the date of 8/15 was confirmed by SGC and the co-chairs).



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A sample of the tournament's Save the Date card was provided by PFHTA communications committee's co-chair, Amy Barnett. Everyone agreed on the design and thanked Amy for her work. The coordinator will work with Amy and The Thomas Group to produce 250 Save the Date cards to be distributed at tomorrow's State of the City meeting; in the golf booth at the 2019 SCHTA trade show and all future PFHTA meetings and events until the 2019 golf brochures are produced. Major Sponsors and Partners will need to be secured before brochure production can begin.

Eric Bradley led the discussion regarding the committee's golf booth at the 2019 SCHTA Hospitality Trade Show on Wednesday, March 6<sup>th</sup>. New marketing for the booth this year will include the standing display and table cover created by Amy Barnett and approved by the Board of Directors in December 2018. A photo of the display was provided to attendees and will be on display at the State of the City meeting tomorrow.

The discussion continued regarding contests and giveaways for this year's golf booth. In lieu of the putting contest held for the past 3 years, Matt Lyscas suggested Plinko as an alternative game of chance and would provide use of the game board. Amy Barnett will assist Matt in game details and work with the coordinator to complete prior to March 6<sup>th</sup>. An estimated 20 door prizes will be needed to supplement our left-over door prizes from the Frontline party. Melanie Clifford agreed to obtain additional door prizes.

The committee approved the purchase of Smart TV for the trade show drawing. All major sponsor and partners who commit to participate in the tournament again in 2019 will be entered in the drawing for the TV. The drawing will be conducted at 4:00 pm on March 6<sup>th</sup>. (Note: A minimum \$1,000 sponsorship required– Hole sponsors are not eligible for this drawing). Participants signed up prior to March 6<sup>th</sup> will also be included in the drawing. Participants do not need to be present to win. Drawing rules will be provided at the trade show.

The trade show booth schedule sign-up sheet was passed around and 6 committee members have committed to take shifts attending the booth. The sign-up sheet will be sent to all committee members by email. All committee members are encouraged to assist.

Eric led a discussion regarding sponsorship assignments following the 2019 financial worksheet. The committee was encouraged to reach out to their assigned contacts.

Christie reviewed the Sponsorship Opportunity document and indicated that it is our primary sales tool and details each package's inclusions. Each sponsor from 2018 will have right of first refusal for 2019.

A final discussion regarding ways we may look at keeping the tournament fresh and new with the potential for increased revenue was led by Eric. Examples were given of additional fundraising contests we could add in 2019 were provided and will be discussed in detail at our next meeting.

The committee will meet again on Wednesday, March 20th at 10:00 a.m. at The Inn at Christmas Place

Meeting adjourned at 11:06 a.m.