

NCC – STMA
Meeting Minutes

September 25, 2006
Blue Frog Restaurant
11:30 a – 1:30 p

In Attendance:

Jay Beals, Beals Alliance
Tony Wood, Beals Alliance
Ron Edwards, Beals Alliance
Steve Abella, Delta Bluegrass Company
Sal Genito, UC Davis
Ed Dempsey, Jensen Corporation
Rich Genoff, San Francisco 49ers

Context: Reformation of the NCC/STMA Chapter
Purpose: To determine the interest, willingness and commitment of regional participants to bring this chapter back to life.
Intended Results: 1. To present the opportunities and challenges to the potential chapter leaders.
2. To gain a commitment of those potential leaders for time, energy and funding to make this possible.
3. To formulate a plan and process to complete chapter requirements prior to the national STMA meeting.
4. To have the Chapter reinstated at the national STMA meeting.

The inaugural meeting of the reformation of NCC – STMA was held to determine interest and willingness to participate in the effort and financial requirements to re-start the chapter. A core group of people attended from the Bay Area and Sacramento. The following is a recapitulation of the events of that meeting:

Introductions and “Why you are here”.

Jay explained the current status:

- received requests form previous members to re-start the Chapter
- communicated with National about the process
- Handed out the information from National
- Explained that we had a copy of the 501 (c) (6) not for profit status
- Explained that Sal Genito had mailed a check for over \$600 that would be temporarily deposited in Beals account until the Chapter received National Sanction.
- Explained the process of the core group expanding by each bringing 1 5 potential founding members followed by a NCC mailing and a State wide mailing.

Sal Genito reviewed what occurred in the previous chapter to cause it to stop existence:

- Chapter started with a lot of momentum but sizzled steadily after the first year.
 - Large chapter area made it difficult for attendance
 - Began the Chapter with donations of money from vendors

- Vendors were the major component for membership, money and advertising
- Difficult to get leadership out of the group.
- Core mission not well defined
- Said that National had over \$3,000 of chapter funds and to check with Kim.

Discussion about what we wanted and why ensued. It appeared that we had a good cross-section of core people from different backgrounds that could tap various groups to gain interest.

- Jay is President and CEO of a firm with a Sports Planning Division
- Tony is a landscape architect and sports facility planner
- Ron is a former Coach, Athletic Director and Public School Administrator
- Rich is a professional sports facility manager
- Ed works for a private sector firm who constructs and maintains sports facilities

Areas that need infill to ensure appropriate leadership are:

- Parks and Recreation turf managers – Jay will contact CPRS Executive Director Jane Adams
- Education and Schools turf managers – Ron will contact CASH (K-12) and (CCFC) Community College level
- University level turf managers – Jay will contact a colleague to promote this level
- Colleges and Universities who teach agronomy and turf management – Sal will help

Next Steps:

- Each person present will submit 5 names (with appropriate contact information) to Jay through Christiana@bealsalliance.com by Wednesday, October 4, 2006
- The next meeting will be for the larger group of 25 and held on Monday, October 16, 2006 at 11:30am. Beals Alliance, Inc. will host this in both offices and hold the meeting via video conferencing
- An informational letter relating to the re-formation of this chapter will go out statewide to all STMA members
- An invitational letter to join and participate will be sent to all past NCC – STMA members
- The Go – No Go meeting to present this at the January meeting of STMA will be held in mid November.
- If it is determined that we are ready and prepared to go forward in 2007, a meeting will be held in mid December to prepare and finalize all required information to be sent to National.
- If it is determined that additional time is needed, the next meeting will be held in January as the first of four quarterly meetings as a trial for the Chapter prior to National sanction.

END OF MEETING NOTES