

ASGA Philadelphia Chapter
January 2018 Minutes

The Board meeting of the ASGA Philadelphia chapter commenced at 6 pm., on January 18, 2018.

Attending: Karen Eckert, President; Chris Brady, Communications, Joanne Kendall, Golf; Troy Newell, Treasurer; Sally Thompson-Bell, Membership; and Maria Zuliani, Social

Discussion

Social

The Board reviewed upcoming Social events in January through March, discussing expected participation and hosts. Maria reported good turnouts for the dancing event in Media and bowling on the upcoming weekend.

Maria presented a list of proposed events including a Super Bowl meetup on Feb 4 at a local sports bar in both ends of the chapter. Fox and Hound was proposed for the western end and something in Willow Grove near the turnpike exit for the eastern end. We'll send a note out on Thursday about the weekend

Feb 9-10, we'll be at the Golf Show and plan a group dinner after the golf show closes

Feb 17 – Dueling Pianos

Friday, Feb. 23 – Pop-Up Happy Hour – Miller's Pub Willow Grove

Feb 24 – Conklin Comedy Show, hosted by Ron Schillow

Mar 17 – Pub Crawl planned by Karen Eckert

The group discussed the holiday party turnout, which was lower than prior years, and whether we need to look for a different venue, timing, or format. The survey may lead us to a different approach in 2018.

Membership

We discussed a rebranding of the monthly Meetup, which is advertised to attract new members, to rename as the ASGA Philly Single Mingle.

While the Embassy Suites location has been very accommodating for our group, it is a significant drive for members from the east. Other locations were discussed for the monthly happy hour, including Yards Brewhouse and Fox and Hound in King of Prussia, Bertucci's in Plymouth Meeting. Based on Yelp reviews we are not going to pursue Fox and Hound.

Sally Thompson-Bell will check these out before the opening meeting in March.

Sally reported on the logistics for the Golf Show, where ASGA Philly will be a presenter February 9-11. An ASGA booth has been secured from National, volunteers have been recruited to man the booth for almost all of the time slots.

The chapter will incentivize people to join by providing a \$40 coupon for the first outing they play. (Chris Brady will create a coupon for design and printing.) National has agreed to reimburse us the dues we collect as a result of the show, so we can offset the investment in the show's costs. The Denver and Connecticut chapters have been very pleased with the recruitment results at this venue.

Board members will continue to work on developing the plans for volunteers. There will be brochures from ASGA, a list of courses we play and other details that tell the story of our group.

We also discussed other ideas to grow our membership. Karen suggested that we encourage members to post photos and blurbs about ASGA on the ASGA Facebook page and on their own social media pages. Chris will add this to a future newsletter.

Communications

The survey about ASGA programs was reviewed and revised at the meeting. Chris Brady was to send to members on Friday, January 19 with a close date of January 27. Based on the responses, we will design the 2018 golf schedule and social outings, including the holiday party.

Golf

Joanne Kendall discussed her activities with local courses. White Manor may be an option in the coming season. She wants to recruit more people to coordinate outings and will be looking to form partnerships so that people can share the responsibilities. The survey may help in identifying new volunteers.

The group discussed whether we should plan a second weekend outing, perhaps in the Poconos. Penn National has already asked if we will be returning on the July 4 weekend, and we will need to determine if members are interested in that outing. The survey will also address these questions.

Board Membership

Karen asked the Board if we needed to relieve current members who have been serving in roles. She will ask Webmaster Jim LaRosa if he would like to retire. Chris Brady volunteered to add webmaster role if Jim is ready to pass the baton.

Karen also advised that there is a Secretary role and recommended Katie Serbin. She will ask Katie if she is interested in maintaining the minutes for the Board.

Credit Cards

The Board needs to transfer authorized users of the ASGA credit cards to current Board members. Maria Ascanio and Paul Corby should be deleted as users and Sally Thompson-Bell

and Karen Eckert should be added credit card authorized users. Troy Newell will arrange for a meeting with the bank to initiate this transaction.

Adjournment: There being no further subjects to discuss, the meeting adjourned at 8:48.