
Meeting Minutes

Below is a summary of what was discussed at the Catering & Décor Preview Day held on October 9, 2018, at Pebble Beach Resorts.

- I. WELCOME: Tim Ryan, Chairman, Corporate Sales, 2019 U.S. Open (Webinar time 00:00-2:25)
 - A. Tim welcomed all guests and recognized the companies that have participated at the 1992, 2000, 2010, and 2019 U.S. Open's.

- II. OVERVIEW: Mimi Griffin, President & CEO of MSG Promotions, Inc. (Webinar time 2:26-13:30)
 - A. United States Golf Association (USGA)
 1. Over 120 years of serving the game of golf and guiding it forward
 2. Mission: To promote and conserve the true spirit of the game of golf as embodied in its ancient and honorable traditions.
 3. Core Strategies
 - a. Governance: Clarify and define the rules of the game worldwide
 - b. Golf Facilities: Advance the long-term viability of golf
 - c. Golfer Engagement: Serve golfers through programs that build engagement with the game
 - d. Championships: Provide the very best players in the world the opportunity to compete for a title
 - i. Conducts a total of 14 national championships including the U.S. Open, U.S. Women's Open, U.S. Senior Open, as well as a variety of amateur and team competitions annually
 - B. Pebble Beach Golf Links
 1. The 2019 U.S. Open will be the sixth U.S. Open held at Pebble Beach Golf Links
 2. One of the toughest tests in the game of golf
 3. Past U.S. Open Champions at Pebble Beach are some of the most iconic names in the game of golf – Jack Nicklaus (1972), Tom Watson (1982), Tom Kite (1992), Tiger Woods (2000), Graeme McDowell (2010)

- III. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 13:31- 18:17)
 - A. MSG Promotions, Inc.
 1. The USGA's exclusive corporate hospitality marketing and management company for the U.S. Open Championship each year

2. Staff with over 130 years of collective experience in the sports marketing industry.
 3. Responsibilities at the 2019 U.S. Open include:
 - a. Client Resources – Update Sessions & Hospitality Manual
 - b. Corporate Hospitality Operations
 - c. On-site Management
 4. At least one MSG Promotions staff member will be assigned to each hospitality area and will serve as your main point of contact between now and the conclusion of the championship. The staff assignments are:
 - a. Hardscapes: Nicole Yaklich & Kendall Garden
 - b. Fox Hospitality: Mimi Griffin
 - c. USGA Partner Village: Jeanne Taylor
 - d. 8th Fairway Village: Danielle Bonder
 - e. 6th Fairway Village: Jim Holden & Danny Gray
 - f. 3rd Fairway Village: Emily Geosits
 - g. 3rd Fairway Suites: Ciara Bryan
- B. Corporate Hospitality Manual
1. The link to the manual was emailed to you by your MSG representative.
 2. The contents of the manual will be kept up to date with any new information pertaining to your involvement in the hospitality program to ensure that you are referencing the most current information available.
 3. One of the most valuable sections in the manual is the *Timelines & Forms* section, which gives you an overview of the important deadlines to help you stay on track with your planning.
- C. Future Update Sessions
1. Each meeting will take place at Pebble Beach Resorts and a reminder email will be sent at least two weeks prior to each update session.
 - a. A webinar option will be available at each session for those who are unable to attend in person.
 2. Future Update Session Dates are:
 - a. January 16, 10:00am-12:00pm
 - b. March 4, 2:00pm-4:00pm
 - c. April 30, 10:00am-12:00pm
 - i. The April session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.
- D. MSG Promotions Website- www.msgpromotions.com
1. The password-protected section of the MSG Promotions website is accessible to corporate patrons only and includes links to a variety of reference materials

including the corporate hospitality manual, all necessary forms, webinar recordings of update session presentations, and maps.

a. Login credentials:

i. Username: USOPENcorporate

ii. Password: 2019corporatepatron

E. Individual Client Meetings

1. All hardscape and tent patrons had the opportunity to meet with a catering and décor representative and all weekly suite patrons had the opportunity to meet with a décor representative to begin their planning.
2. Clients that were unable to attend an individual client meeting will be contacted directly by their catering and décor representatives.

IV. COURSE MAP AND HOSPITALITY LOCATIONS (Webinar time 18:18-25:39)

A. All of the hospitality venue locations were reviewed.

1. Fairway One, Fairway One Cottages, Gallery Café and Casa Palmero are all stand-alone hardscape facilities located in close proximity to the 1st hole.
2. The Library Room, Card Room, Stanton Room, Stevenson Room, Pacific Room and Pebble Beach Room are all located in The Lodge at Pebble Beach.
3. Fox Hospitality – located to the golfer’s right of the 16th hole
4. USGA Partner Village – located to the golfer’s right of the 18th fairway
5. 3rd Fairway Village – located to the golfer’s right of the 3rd fairway
6. 6th Fairway Village – located to the golfer’s left of the 6th fairway
 - a. Tents 1-5 are 30’x30’ (50 ticket) tents, and tents 6-11 are 40’x40’ (100 ticket) tents.
7. 8th Fairway Village – located to the golfer’s left of the 8th fairway
 - a. Tents 1-4 are 40’x40’ (100 ticket) tents, and tents 5-8 are 30’x30’ (50 ticket) tents.
 - b. The hospitality services tent will be moved closer to the main entrance to the village instead of between tents 4 & 5. A new 8th Fairway Village map is available in the *Maps* section of the manual.
8. 3rd Fairway Suites – located to the golfer’s right of the 3rd fairway
9. Champions Pavilion – located adjacent to the tennis courts in the existing Event Pavilion
10. Tables on 15 - Centennial Club – located to the golfer’s right of the 15th fairway
11. All tent villages will include a main entrance, hospitality services tent, and dedicated restrooms available to only those guests within the village.
12. We recommend you evaluate your ticket needs as soon as possible. If your demand for tickets exceeds your allotment, weekly and daily tables will be

available for purchase inside the Champions Pavilion. Weekly tables and individual tickets inside the Centennial Club will also be available for purchase.

V. PARKING & TRANSPORTATION (Webinar time 25:40 - 33:35)

A. General Parking

1. General parking will be located at California State University Monterey Bay (CSUMB), which is approximately 12 miles from Pebble Beach Golf Links.
2. Available to anyone attending the U.S. Open. There is no fee or special pass required to access the area.
3. Guests parking in General parking will be transported to the course by complimentary U.S. Open shuttle buses which will operate continuously. The shuttle ride from CSUMB will be approximately 30-50 minutes and will drop guests off in close proximity to the Main Admission Gate to the championship.
4. A map and driving directions to General parking will be included in the Fan Guide.

B. Private Corporate Shuttle Depot

1. Corporate patrons operating their own private shuttle for their guests will have access to a dedicated drop-off area located in close proximity to the Main Admission Gate.
2. Vehicles must have a special placard displayed in the windshield in order to access the Corporate Shuttle Depot. Placard requests must be submitted via the Corporate Shuttle Form located in the *Timeline & Forms* section no later than April 15, 2019.
 - a. Companies are limited to 2 corporate shuttle placards. Requests for additional placards will not be considered until we determine the total number of companies that plan to shuttle.

C. VIP Parking

1. VIP parking for all corporate patrons will be located along the 17-Mile Drive coastline within the Del Monte Forest.
2. Vehicles must display the appropriate VIP parking hangtag in order to enter the Del Monte Forest and access the VIP parking area.
3. Guests parking in VIP parking can board complimentary U.S. Open shuttles at designated stops along 17-Mile Drive. Shuttle buses will operate continuously and will drop off in close proximity to the Main Admission Gate.
4. The number of VIP parking passes included in your package can be found in the *Corporate VIP Parking* section as well as in the chart below.

HOSPITALITY OPTION	VIP PARKING PASSES
Casa Palmero	60
Fairway One	60
Fairway One Cottage	15
Gallery Café	25
Library Room	25
Card Room	12
Stanton Room	10
Pacific Room	10
Stevenson Room	15
50'x66' Tents	50
40'x40' Tents	30
30'x30' Tents	15
3 rd Fairway Suites	12

D. Vehicle Size Restrictions

- We encourage you to communicate the vehicle size restrictions for each parking/shuttle area summarized in the chart below to your transportation company as soon as possible.

VEHICLE SIZE	VIP PARKING	CORPORATE SHUTTLE DEPOT	GENERAL PARKING	PASSENGER DROP-OFF
 Sedan	Yes	Yes	Yes	Yes
 SUV	Yes	Yes	Yes	Yes
 12 Passenger Van (19' or shorter in length)	Yes	Yes	Yes	Yes
 Sprinter Van (longer than 19' in length)	No	Yes	Yes to Drop No to Park	No
 Mini Coach Bus	No	Yes	Yes to Drop No to Park	No
 Coach Bus	No	Yes	Yes to Drop No to Park	No

VI. WHAT TO FOCUS ON NOW (Webinar time 33:36 – 42:56)

- A. Become familiar with your hospitality package
 - 1. Hardscape, 40’x40’ Tent, 30’x30’ Tent, or Suite
 - 2. Location on the golf course
- B. Know what’s included in your hospitality package
 - 1. Complete details regarding the types of tickets included in your package as well as your total ticket allotment is outlined in the *Tickets* section as well as in the chart below.

HOSPITALITY OPTION	TICKETS (gain access to the Lodge)	OPTION TICKETS (gain access to the Lodge)	STAFF TICKETS
Casa Palmero	150 (50)	100 (25)	6
Fairway One	150 (50)	75 (25)	6
Fairway One Cottage	40 (20)	10 (5)	4
Gallery Café	75 (25)	50 (0)	6
Library Room	80 (all)	40 (all)	6
Card Room	40 (all)	20 (all)	3
Stanton Room	30 (all)	20 (all)	3
Pacific Room	30 (all)	20 (all)	3
Stevenson Room	50 (all)	20 (all)	3
50’x66’ Tents	200 (0)	150 (0)	12
40’x40’ Tents	100 (0)	75 (0)	6
30’x30’ Tents	50 (0)	30 (0)	3
3 rd Fairway Suites	30 (0)	4 (0)	2

- 2. Hospitality Tickets
 - a. Color-coded by day with the name of the specific hospitality venue name and individual tent/suite/room number printed on the front as well as a distinctive overprint on the back.
 - b. Hardscape and tent patron ticket packages will include hospitality tickets for each of the seven (7) days of the U.S. Open.
 - c. Weekly suite patron ticket packages will include an allotment of thirty (30) Trophy Club tickets for Monday, June 11th and Tuesday, June 12th since the suite facility is not operational on those days.
 - i. The Trophy Club is an upscale tented facility with non-reserved seating and food & beverage available for purchase.

3. Option Tickets
 - a. Available in addition to what is included in your hospitality package for an additional fee.
 - b. Hardscape and tent patrons will need to increase their guest counts with the caterer to account for any option tickets ordered. We will provide the catering company a summary of all option tickets purchased so they can help guide you on increasing your guest counts as necessary.
4. Staff Tickets
 - a. Included in your package, in addition to your regular hospitality tickets
 - b. They are NOT printed with any special designation which allows you to use them as additional hospitality tickets for guests if needed.
 - c. They are not transferable throughout the day.
5. On-Site Admission Tickets –HARDSCAPE AND TENT PATRONS ONLY
 - a. A limited number of additional hospitality tickets will be available during championship week in the event of any last minute or unexpected ticket requests.
 - b. The fee for these tickets is based on the type of access required, and there will be a food and beverage charge associated with each ticket.
 - c. On-Site Admissions will be discussed in more detail at the January Update Session.
6. VIP Parking Passes
 - a. Complete details including the number of VIP Parking passes included in your package can be found on the *Corporate VIP Parking* page as well as in the chart below.

HOSPITALITY OPTION	VIP PARKING PASSES
Casa Palmero	60
Fairway One	60
Fairway One Cottage	15
Gallery Café	25
Library Room	25
Card Room	12
Stanton Room	10
Pacific Room	10
Stevenson Room	15
50'x66' Tents	50
40'x40' Tents	30
30'x30' Tents	15
3 rd Fairway Suites	12

C. Begin the Invitation Process

1. Develop your “A”, “B”, and “C” guest lists as soon as possible. The invitation process always takes much longer than expected.
2. Consider sending “Save the Date” cards to your key clients and guests to make sure yours is the first they receive.
3. Consider including a deadline for response on each invitation you send.

D. Consider Merchandise Options and Get Company Logo Digitized

1. Consider purchasing co-branded merchandise for holiday gifts or to send with “Save the Date” cards or invitations.
2. A digitized logo file is necessary to embroider your company logo on U.S. Open merchandise. We recommend beginning this process as soon as possible so you are not delayed once you are ready to place an order.

VII. CORPORATE MERCHANDISE: Roslyn Price, Senior Manager, Retail Operations (Webinar time 42:57- 53:43)

A. Benefits of the U.S. Open Corporate Merchandise Program

1. Exclusive privilege of corporate hospitality patrons to co-brand 2019 U.S. Open merchandise with your company logo
2. Extends your investment in the U.S. Open and generates excitement for your company
3. Providing a co-branded gift to all guests brings the group together
4. Ensure each guest goes home with a piece of Pebble Beach as a reminder of who made the U.S. Open experience possible
5. Corporate Retail Team is available to handle any and all details (i.e. place order, manage details, and schedule delivery)

B. Order Process

1. Plan your budget
 - a. A number of products are available at a variety of price points.
2. Browse the products
 - a. Visit the [Corporate Merchandise Website](#) for a preview of products available now.
 - b. Full Catalogue will be available in January 2019
3. Co-Branding Details
 - a. The deadline to submit your logo for co-branding is March 15, 2019
 - i. A .DST file is required for embroidery orders (i.e. Apparel, headwear and microfiber towels)
 - Embroidery Fees (if you do not have a .DST file of your logo)
 1. Logo digitizing fee: \$150

- ii. An .EPS or .JPEG file is required for screen printed orders (i.e. lanyards, glassware, clear bags)
 - iii. Logos must fit within the U.S. Open size restrictions. The championship logo is intended to be the focal point of the retail piece with the corporate logo in the secondary position.
 - Eliminating tag lines and/or trademark symbols will help maximize the clarity of your logo
 4. Place the order
 - a. The deadline to order co-branded merchandise is April 1, 2019
 - b. Orders can be placed online at www.2019usopencorporatemerch.pebblebeach.com or directly through the U.S. Open Corporate Merchandise Team
 - i. Cory Otterness, Corporate Retail Sales Manager
 - otternessc@pebblebeach.com; (831)-649-7602
 - ii. Bridget Lynn, U.S. Open Corporate Retail Sales Coordinator
 - lynnb@pebblebeach.com; (831)-649-7640
 5. Approve your logo
 6. Submit payment
 7. Receipt of product
 - a. Product can be shipped directly to you or delivered on-site during U.S. Open week.
 - C. Digital Invitations
 1. Four templates with customizable text
 2. Only option to include 2019 U.S. Open logo, course imagery and your logo on marketing collateral
 3. One-time fee with unlimited access
 - D. Holiday Promotion
 1. Buy 100 hats and receive 100 rubber bag tags
 2. Order deadline is November 16, 2018
 3. Product will be delivered by December 15, 2018
 - VIII. TENT AND SUITE CATERING: Brenda McFadden, Vice President of Sales, Levy Golf (Webinar time 53:44-1:03:15)
 - A. Levy Golf
 1. 60 years in business
 2. In 2018, Levy Golf provided catering and concessions for 40 sporting events.
 3. 150+ Employees
 4. Goal is to provide every event with the highest standard of food and beverage presentation, quality, variety and service.

5. Contact Information:
 - a. Brenda McFadden – Vice President of Sales
 - i. (612)-384-4897, bmcfadden@levyrestaurants.com
 - b. Jenna Hansen – Account Executive
 - i. (651)-274-7952, jhansen@levyrestaurants.com
 - B. Tent patrons have the opportunity to choose from three Menu Packages and three Bar Packages at various price points. No substitutions will be permitted. A variety of menu enhancements are available to supplement the packages.
 - C. Standard Service Times
 1. Coffee Service – 8:00am – End of Play
 2. Breakfast – 8:00am – 11:00am
 3. Luncheon Buffet – 11:30am – 2:30pm
 4. Snacks/Hors d’oeuvres – 3:00pm – 6:00pm
 5. Bar Service – 11:00am – 6:00pm
 - a. Bar Service hours can be extended for an additional charge of \$15++ per guest, per hour.
 - D. Guarantee Guest Counts
 1. Practice Rounds (Monday – Wednesday) – Minimum of \$5,000 or 50% of tickets (whichever is greater will apply)
 2. Championship Rounds (Thursday – Sunday) – 80% of tickets or 25 guests (whichever is greater will apply)
 3. Guest counts are due by April 15th
 - E. Staffing
 1. Wait Staff: One (1) server for every 30 guests
 2. Bartender: One (1) bartender for every 100 guests
 3. Additional servers or bartenders can be added for \$100+ per hour.
 - F. Important Deadlines
 1. December 28, 2018 – Agreement and Credit Card Authorization Form Due
 2. March 1, 2019 – Catering Deposit Due
 3. April 1, 2019 – Package Selection Due
 4. April 15, 2019 – Final Guaranteed Guest Count Due
 5. May 1, 2019 – Remaining Advance Payment Due
- IX. TENT AND SUITE DÉCOR: Scott & Kim Daffron, Vice President & Director of Sports and Entertainment, Barton G. (Webinar time 1:03:16 - End)
- A. Barton G.

1. Founded in 1993, Barton G. is a leading event design, production, catering and restaurant company servicing clients around the world, including Fortune 100 and 500 companies, national sports leagues, celebrities and social figures.
 2. Offer a complete range of vertically integrated services, taking events from rendering to reality
 3. In-house architects, designers, artisans, craftsmen and production experts allow for creative, cost-effective events.
 4. Offices in Miami, Atlanta and Los Angeles
 5. Contact Information:
 - a. Scott Daffron – Vice President of Sports and Entertainment
 - i. (770)-418-1488, ScottD@BartonG.com
 - b. Kim Daffron – Director of Sales of Sports and Entertainment
 - i. (786)-423-5062, KDaffron@BartonG.com
- B. Standard Interior Décor Elements
1. 30'x30' Tents in 3rd, 6th and 8th Fairway Villages
 - a. (4) 60" round tables with seating for (10) at each
 - b. (2) 8' buffet tables with 16' of linear buffet space
 - c. (1) 8' bar and back bar
 - d. (1) Registration table with (2) chairs
 - e. (1) 55" TV and (1) 40" Scoring TV
 - f. Fabric ceiling liner and wall covering
 - g. Carpet and lighting
 - h. Linen overlays and underlays
 - i. Centerpieces for the 60" round tables and buffet
 - j. (4) highboys with (4) stools at each on your private patio
 2. 40'x40' Tents in 6th and 8th Fairway Villages
 - a. (8) 60" round tables with seating for (10) at each
 - b. (2) 8' buffet tables with 16' of linear buffet space
 - c. (1) 8' bar and back bar
 - d. (1) Registration table with (2) chairs
 - e. (2) 55" TVs and (1) 40" Scoring TV
 - f. Fabric ceiling liner and wall covering
 - g. Carpet and lighting
 - h. Linen overlays and underlays
 - i. Centerpieces for the 60" round tables and buffet
 - j. (6) highboys with (4) stools at each on your private patio
 3. 3rd Fairway Suites Decor
 - a. Each suite will be 16' wide x 24' deep

- b. (4) 36” round tables with seating for (5) at each
 - c. (1) Registration table with (2) chairs
 - d. (1) 40” TV and (1) 32” Scoring TV
 - e. Linen overlays and underlays
 - f. Centerpieces for the 36” round tables
 - g. A common area featuring a large bar, multiple buffets, communal seating, a business center and additional TVs will be positioned directly behind the individual suites.
 - h. All individual suites and the common area will have interior carpeting.
- C. Upgraded Décor Options
- 1. Everything is customizable based on your specific needs, budget, etc.
 - 2. Upgraded elements to consider:
 - a. Upgrade the bar – consider adding a built or center bar (tent patrons only)
 - b. Dynamic Seating – mix of highboys, communal tables, etc.
 - c. Graphics and branding within your space
- D. Design Process
- 1. The Barton G. design team will produce a proposal including an artist’s rendering, floor plan and budget based on the feedback and guidance communicated by each patron.
- E. Dates & Deadlines
- 1. December 7, 2018 – Client Specifications for Design Due to Barton G.
 - 2. February 11, 2019 – Clients to Receive Design Proposal for review
 - 3. March 15, 2019 – Sign-off for Final Approval of Interior Design Due
 - 4. April 1, 2019 – Advanced Deposit Due (50% of final cost)
 - 5. April 22, 2019 – Content Files for Graphics / Artwork Due
 - 6. May 1, 2019 – Final Payment Due
 - 7. June 5 to 8, 2019 – Client Tent and Suite Inspections
- X. HARDSCAPE CATERING & DÉCOR PRESENTATION: Barry Peterson, Director of Resort Catering and Conference Services PBC; Julie Bullas, Associate Director of Catering and Conference Services, PBC; Illusions of Grandeur, Carmel, CA
- A. Pebble Beach served the hardscape clients and USGA Partners two separate buffets: The Drive Buffet and the 18th Green Buffet. In addition, they showcased upgraded beverage packages that included a margarita and bloody mary bar and infused waters.
 - B. Illusions of Grandeur featured three custom furniture pairings for upgrade considerations in each of the hardscapes.