
Meeting Minutes

Below is a summary of what was discussed at the January Update Session.

- I. WELCOME: Tim Ryan, Chairman, Corporate Sales, 2019 U.S. Open (Webinar time 0:00 – 1:16)
 - A. Tim welcomed all of the corporate patrons and reminded everyone to tune in to the AT&T Pebble Beach Pro-Am beginning on Thursday, February 7th to get a preview of what to expect at the U.S. Open.

- II. OVERVIEW: Mimi Griffin, President & CEO of MSG Promotions, Inc. (Webinar time 1:17- 7:50)
 - 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 7:51- 10:55)
 - A. MSG Promotions, Inc.
 1. The USGA's exclusive corporate hospitality marketing and management company
 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. Pebble Beach Room: Nicole Yaklich and Kelly Segin
 - b. 15th Fairway Centennial Club: Shelley Berlin
 - c. Champions Pavilion: Shelley Berlin
 - d. Hardscapes: Nicole Yaklich and Kelly Segin
 - e. Fox Hospitality: Mimi Griffin
 - f. USGA Partner Village: Jeanne Taylor
 - g. 8th Fairway Village: Danielle Bonder
 - h. 6th Fairway Village: Jim Holden & Danny Gray
 - i. 3rd Fairway Village: Emily Geosits
 - j. 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. 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. March 4, 10:00am-12:00pm
 - b. April 30, 2:00pm-4:00pm
 - 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: USOPENable
 - ii. Password: 2019corporatepatron

IV. COURSE MAP AND HOSPITALITY LOCATIONS (Webinar time 10:56-13:15)

A. All of the hospitality venue locations were reviewed.

1. Pebble Beach Room – located in The Lodge at Pebble Beach
2. Champions Pavilion – located adjacent to the tennis courts in the existing Lodge Event Pavilion
3. 15th Fairway Centennial Club – located to the golfer’s right of the 15th green
4. Fairway One, Fairway One Cottages, Gallery Café and Casa Palmero are all stand-alone hardscape facilities located in close proximity to the 1st hole.
5. The Library Room, Card Room, Stanton Room, Stevenson Room and Pacific Room are all located in The Lodge at Pebble Beach.
6. Fox Hospitality – located to the golfer’s right of the 16th hole
7. USGA Partner Village – located to the golfer’s right of the 18th fairway
8. 3rd Fairway Village and Suites – located to the golfer’s right of the 3rd fairway
9. 6th Fairway Village – located to the golfer’s left of the 6th fairway
10. 8th Fairway Village – located to the golfer’s left of the 8th fairway
11. We recommend you evaluate your ticket needs as soon as possible. If your demand for tickets exceeds your allotment, individual tickets with access to the 15th Fairway Centennial Club are available for purchase.
 - a. Ideal for last minute needs for guests you are not able to accommodate with your existing ticket allotment.
 - b. All-day food and beverage is included in the price of the ticket
 - c. Pricing is per ticket, per day: Wednesday - \$725 + tax; Thursday, Friday, Saturday or Sunday - \$975 + tax.

B. Course Navigation

1. Several large maps will be placed throughout the course with a “You Are Here” indication to help all spectators navigate their way around the course.
2. “Mash Signs” with multiple directional arrows will also help to guide spectators.

V. WHAT TO FOCUS ON NOW (Webinar time 13:15 – 29:25)

A. Become familiar with your hospitality package

1. Know the location of your facility on the course
2. Understand the types of tickets included in your hospitality package

a. 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 (of which gain access to the Lodge)	STAFF TICKETS (Wed-Sun)
Pebble Beach Room	15(all)	1
Champions Pavilion	15	1
15 th Fairway Centennial Club	12	1

b. Hospitality Tickets

- i. Color-coded by day with the name of the specific hospitality venue name and individual table number printed on the front as well as a distinctive overprint on the back.
- ii. Weekly table packages will include an allotment of Trophy Club tickets for Monday, June 10th and Tuesday, June 11th since the table facilities will not be operational on those days.
 - The Trophy Club is an upscale facility with non-reserved seating and food & beverage available for purchase.

c. Staff Tickets

- i. In addition to your hospitality tickets each package includes one (1) staff ticket, per day, per table (Wed-Sun).
- ii. They are NOT printed with any special designation which allows you to use them as additional hospitality tickets for guests if needed.
- iii. They are not transferable throughout the day.

d. Junior Tickets

- i. Juniors ages 12 and under are admitted free of charge when accompanied by an adult ticket holder. Tickets for juniors age 13 to 17 will be available for purchase at a discounted price (\$20/day for practice rounds and \$40/day for championship rounds).
- ii. Maximum of two (2) Junior tickets per (1) ticketed adult.
- iii. Junior tickets DO NOT ALLOW access into any of the corporate areas
- iv. EVERYONE entering any hospitality venue must have the proper ticket or credential regardless of age, including infants.
- v. Please notify your guests of the Junior Ticket policy. You must provide one of your hospitality tickets to any guest who plans to bring their child in order for them to gain access to your hospitality area.

3. VIP Parking Passes - 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 <i>Per day</i>
Pebble Beach Room	5
Champions Pavilion	5
15 th Fairway Centennial Club	4

B. Important Timeline Dates

1. February 1 – Final payment for hospitality package due to Pebble Beach Company
2. February 1 – Catering payment due to Levy/Pebble Beach Company
3. February 1 – Deadline to reserve tee times at Spanish Bay, Spyglass and Del Monte golf courses
4. February 15 – Forms due to MSG Promotions
 - a. Ticket Shipment Form
 - i. Include the name of the person to whom your tickets should be sent along with his/her complete shipping address.
 - ii. Shipments will be sent approximately 6 weeks prior to the event in a nondescript box via 2-day delivery and will include the following items:
 - Hospitality Tickets and Staff Tickets (grouped together by day), Parking Passes, Fan Guides, Disallowed Items Cards, and a Corporate Bag Tag and corresponding ID tag
 - iii. Tickets will not be sent until both the signed hospitality agreement and full payment have been received by Pebble Beach Company and the caterer.
 - iv. Any option tickets ordered will be sent to the same contact listed on the Ticket Shipment Form but will be sent separately from your hospitality ticket package.
 - v. We strongly encourage you to inventory your tickets and keep a record of the barcodes given to each guest. In the event any of your tickets are lost or stolen, we can turn off the barcode of any missing ticket(s) and issue a replacement ticket(s). We will not be able to issue replacement tickets for guests who are no longer able to attend.
 - b. Corporate Sign Form
 - i. Specify exactly how you want your company name to appear on the corporate identification sign on your reserved table. Be specific with regard to spacing, capitalization and sharing partners.
 - ii. Pebble Beach Company will produce the corporate signs which will have the same generic font, size and color and will feature only the U.S. Open logo and your company name (no company logos or typeface will be included).

- iii. There is a restriction of 20 characters per line and a total of 3 lines on each sign.
 - iv. The sign will be yours to keep at the end of the championship. If you have a daily table, please take your sign at the end of the day.
 - v. Your company name will also be included on the locator board in your table facility.
5. March 4 – Corporate Update Session at Pebble Beach (10:00am – 12:00pm)
 6. March 5 – Corporate Cup – PEBBLE BEACH ROOM PATRONS ONLY
 7. March 15 – Deadline to submit embroidery file for co-branded merchandise
 8. April 1 – Deadline to purchase co-branded merchandise
- C. Review Enhancements to U.S. Open Experience
1. Championship Week Golf Outings
 - a. Corporate hospitality patrons have the ability to reserve tee times during championship week at the Pebble Beach Resort Golf Courses. The deadline to reserve tee times is February 1, 2019.
 - i. Shotgun tournaments beginning at 7:30am and 1:30pm at The Links at Spanish Bay and Spyglass Hill Golf Course
 - ii. Individual tee times are available at Del Monte Golf Course
 - b. Shotgun Tournaments Parking & Transportation Plan
 - i. Every foursome will receive two (2) daily parking passes to the respective golf course parking location.
 - ii. If golfers want to attend the championship before or after their shotgun, they must utilize their respective corporate parking pass to get to the championship. Only resort guests will be able to ride the Resort shuttle, and there will be no direct shuttles between either course and the championship grounds provided by Pebble Beach or the USGA.
 - iii. All bags must be stored in vehicles before and after play as there will be no bag storage available at the courses.
 2. Business Meetings on-site
 - a. From intimate boardrooms to large-scale ballrooms, the venues at Pebble Beach can accommodate any group.
 3. Spa appointments
 - a. The Spa at Pebble Beach is one of only 56 spas in the world to receive the coveted Forbes Five-Star award. The spa will likely be booked to capacity during championship week, so we encourage you to make your reservations as early as possible.
 - b. If you would like to make reservations at the Spa, please reach out to [Jessica Plain](#), Spa Sales Coordinator.

D. Invitation Process

1. Develop “A”, “B” and “C” lists right away
2. Send either a “Save The Date” card or the actual invitation to your “A” list clients as soon as possible to make sure that your invitation is the first one received.
 - a. We recommend that you include a deadline to RSVP, as the invitation process always takes longer than expected.

E. Consider Merchandise Options and Get Company Logo Digitized

1. 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.
2. Consider purchasing co-branded merchandise to send with “Save the Date” cards or invitations.

VI. CORPORATE MERCHANDISE: Roslyn Price, Senior Manager, Retail Operations (Webinar time 29:26 – 36:45)

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. The full assortment of products is now available in the Merchandise Catalogue as well as the [Corporate Merchandise Website](#).
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
- b. Co-branding fee typically runs approximately \$5-\$7 per piece.
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
8. Electronic Invitation Template
 - a. Four templates available with customizable text
 - b. Only way to include the 2019 U.S. Open logo, course imagery, and your logo on marketing collateral
 - c. One-time fee with unlimited access
9. Corporate Merchandise Timeline
 - a. Corporate Merchandise Collection – Available now!
 - b. Corporate Merchandise Website – Available now!
 - c. Embroidery File Submission Deadline – March 15, 2019
 - d. Co-Branding Order Deadline – April 1, 2019

VII. General Championship Information (Webinar Time 36:46 – 42:36)

A. 2019 U.S. Open Schedule

1. Championship Format
 - a. The format is stroke play where competitors count each stroke on every hole.
 - b. The full field consists of 156 players.
 - c. There is no Pro-Am golf associated with the U.S. Open.
2. Practice Rounds (Monday, June 10th - Wednesday, June 12th)
 - a. Players are more amenable to interacting with the spectators.
 - b. Cameras are permitted and encouraged.
 - c. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.

3. Championship Rounds (Thursday, June 13th- Sunday, June 16th)
 - a. No cameras or autographs are allowed on these days.
 - b. Thursday & Friday
 - i. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.
 - ii. Players will tee off in threesomes from the 1st and 10th tees.
 - c. The field is “cut” after all players have completed 36 holes.
 - i. The cut line includes the 60 players with the lowest scores plus ties.
 - d. Saturday & Sunday
 - i. Start times will be determined by the number of players that make the cut. A smaller field will result in a later start time.
 - ii. Players will tee off in twosomes from the 1st tee only.
 - iii. The gates will still open to spectators at 6:00AM Saturday and Sunday regardless of the first tee time.
 - iv. Sunday of the U.S. Open is Father’s Day.
4. Playoff Format
 - a. In the event of a tie at the end of 72 holes of stroke play, there will be a two-hole aggregate playoff. If players are still tied after the two-hole playoff, the extra-holes session will then move to sudden death.

VIII. Hospitality Operations (Webinar time 42:37 – 47:42)

- A. Access into Hospitality Areas will be STRICTLY enforced
 1. MSG staff, interns and volunteers will monitor the entrances to each hospitality area from 7:00am – 7:00pm to ensure that only those with the proper ticket or credential gain access to the hospitality area.
 2. The Main Entrance to the Champions Pavilion and 15th Fairway Centennial Club will include separate queues for first-time and returning guests to facilitate the ease of ingress into each area.
 3. Upon first entry into each hospitality facility, guests will have their ticket punched and a wristband affixed to their wrist.
 - a. Both a hole-punched ticket and wristband are required for re-entry to the hospitality area.
 - b. Damaged or altered wristbands will be invalid.
- B. Hospitality Service/Business Centers
 1. Hospitality Services will be operated by MSG staff, interns and volunteers who will serve as your main point of contact for all questions and concerns throughout championship week.
 2. The Business Center features complimentary use of the scanner/photocopier, computers with internet access and telephones from which your guests can place free

local and long-distance calls (international calls excluded).

3. Any Will Call needs you have during championship week can be handled at Hospitality Services.

C. Restrooms

1. Each hospitality area will have dedicated restroom facilities exclusive to guests in that specific area.
2. Port-o-let restroom units will also be located throughout the course for all spectators.

D. Accessibility

1. All hospitality facilities will be ADA accessible.
2. A limited supply of mobility scooters are available for people who may have difficulty traversing the course. Scooters are available free of charge, on a first-come, first-served basis, and cannot be reserved in advance of when they are needed.
3. If you have guests who are wheelchair-bound or oxygen-dependent, please let us know as soon as possible. We will do whatever we can to help facilitate their experience at the championship.

IX. Screening, Prohibited Items & Admission Gates (Webinar Time 47:43 – 53:15)

- A. EVERYONE will pass through a security checkpoint that is equipped with either a magnetometer or hand wand before entering the championship.

B. Mobile Device Policy

1. Spectators are allowed to bring cell phones/mobile devices into the championship as long as they adhere to the USGA's Mobile Device Policy.
 - a. Mobile devices must be kept on silent or vibrate at all times.
 - b. Phone calls can be placed or received inside any of the hospitality facilities or within designated "phone zones" located throughout the course. Texting and email are permissible throughout all areas of the course, as long as it does not disrupt players.

C. Prohibited Items and Security

1. A complete list of items prohibited at the U.S. Open Championship will be available on the [U.S. Open website](#) and printed on the back of all tickets. In addition, a supply of Prohibited Items cards will be sent with your tickets. We encourage you to include a Prohibited Items card when sending tickets to your guests.
2. Spectators arriving with a prohibited item will be asked to return the item to their vehicle or check the item in the Disallowed Items trailer.

D. Bag Size Restrictions

1. No backpacks, briefcases or bags larger than 6"W x 6"H x 6"D in their natural state are allowed into the championship.
2. Transparent/clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are

permitted. These can be purchased through the Corporate Merchandise Program.

E. Corporate Bag Tag / Approved Device Stickers

1. Each company will receive one Bag Tag which will allow you to bring one oversized bag into the championship (no larger than a shoulder duffle bag).
2. The Bag Tag and a corresponding ID tag will be included in your ticket shipment.
3. ID tag must be labeled with your name and company and must be affixed to the bag at all times.
4. The bag is still subject to search.
5. Disallowed items are not permitted with a bag tag.

F. Each company will have the opportunity to request a limited supply of Approved Device Stickers for staff managing your hospitality table who would like to bring a laptop or tablet with them each day.

1. The sticker must be affixed to the device at all times.
2. The device must remain inside your hospitality area throughout the day. The use of laptops and tablets is prohibited on the course.

X. PARKING & TRANSPORTATION (Webinar time 53:16 - END)

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. 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 on the following page.

HOSPITALITY OPTION	VIP PARKING PASSES
Pebble Beach Room	5
Champions Pavilion	5
15 th Fairway Centennial Club	4

C. 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	GENERAL PARKING
 Sedan	Yes	Yes
 SUV	Yes	Yes
 Conversion Van (19' or shorter in length)	Yes	Yes
 Sprinter Van (longer than 19' in length)	No	Yes to Drop No to Park
 Mini Coach Bus	No	Yes to Drop No to Park
 Coach Bus	No	Yes to Drop No to Park