

Forum Meeting 28th June 2024

1 An update on the JBGS's continuing relationship with Brora GC.

Barrie Thomas reported that he met with Mr. Gemmell on Monday 24/06 and following pleasantries, BT explained the societies long connection with Brora GC and it's concern that the Peter Thomson Room was no more.

BT enquired if Brora GC saw an ongoing relationship with the JBGS or whether, due to its plans to reconfigure the clubhouse that we were not part of their plans going forward? Mr. Gemmell, reassured BT that the golf club valued its relationship with the society and that they intended to incorporate the history of this relationship within the new clubhouse configuration.

Mr. Gemmell explained, that office space had become a critical requirement, and this was the reason for taking the Peter Thomson Room.

While Mr. Gemmell could not go into detail, he informed BT that there were plans for a "Peter Thomson Lounge" where a lot of the memorabilia could be displayed. Similarly, there was planned to be a "James Braid Brasserie" where again the relevant memorabilia could be displayed.

Regarding the memorabilia, it is all safely stored either in the office or the old pro shop, and Brora GC have no problem in storing it for us. Mr. Gemmell, also suggested that any memorabilia that is not utilised could possibly be displayed in a new heritage centre that is being built in Brora and Mr. Gemmell was happy to assist us in making the appropriate introductions to possibly establish a James Braid section at the centre.

Mr. Gemmell mentioned, that the club are bringing in a marketing company, to enable the club to raise its own profile, rather than relying on having to ride on Royal Dornoch's coat tails when it came to generating revenue.

Brora GC were also taking the lead regarding regenerating the James Braid Trail along with Boat of Garten, Muir of Ord, Golspie, Reay etc. Within this marketing, it was hoped that the club could highlight Brora GC as the home of the JBGS.

BT enquired what the timescales were for the reconfiguration of the clubhouse, but Mr. Gemmell couldn't commit to a date. His own preference was this winter, but a review of the club's financial situation would need to be carried out before they committed to anything.

In summary, this is a situation that we need to monitor closely. Mr. Gemmell mentioned that he was a little surprised at my queries and concerns as no one else had approached him prior to my contact.

BT has requested that we keep an open dialogue over the coming months and Mr. Gemmell seemed agreeable to this.

2 2025 Fixtures and regional meetings

Thoughts about where and when and how we can get increased participation.

Revisiting Northumberland was suggested and maybe more society days. Location and travelling distances were thought to be key to numbers attending.

3 Merchandise - An update on how we go forward.

Orders taken today – or in the next few days for a delivery by September in time for The North Wales Tour. All items on the Glenmuir website can be ordered with the JBGS Logo.

Tony Gill agreed to follow up immediately with Malcolm at Brora GC Pro Shop about plans for a possible change as to how and where orders are placed. Alison agreed to check this out with our current provider for comparison.

4 The JBGS website upgrade

Plans are in hand for an upgrade to the JBGS website which will enable bookings to be made via the website.

Do you want the Community Board that was requested last time and is hardly used? As the saying goes – use it or lose it.

An update on the planned website upgrade was given and the membership was asked if they want to keep the message board? The consensus was to do away with the message board and use WhatsApp as a method of communication.

It has since been agreed to trial this for the Autumn meeting and review it thereafter.

5 Memorabilia

An update on what is happening to this. Also does anyone have any hickory clubs they don't want or know where they can be sourced. I have had a request for a Braid Orion LH putter!

The storage of memorabilia had already been raised and covered in point 1 above.

A suggestion was made that The British Golf Collectors' Society may be able to help them.

6 AOB

The question of Centenaries in 2025 was raised.

We were already aware that the Muir of Ord GC celebrate their 150th centenary next year and of Golspie's 100th Centenary. A check will be made and letters of interest will be sent to them and any other relevant clubs.