

**Board of Directors Meeting
Saturday, August 1, 2015
Minutes**

Members Present: Melody Gann, Sue Gilbreath, Dorothy Moore, George Morey, Mike Peiffer & Sue Kay Reeder **Members Absent:** Anne Ward Williams

Guest: Mary Ellen Stanton (Arlington Sectional Discussion)

The meeting was called to order by George Morey at 10A. Mike Peiffer was welcomed as the newest board member to take the place of Marguerite Lavender. Mike will act as Secretary.

Approval of Minutes/Bridge Supplies

Minutes from July 2015 Board Meeting and Bridge Supplies were approved by email.

August/September Calendar

Special Saturday/Sunday Games.

Date	Type of Game	Food
Saturday, August 8	Unit Championship Pairs	Potluck/Watermelon
Sunday, August 16	Open Pairs	Snacks
Saturday, August 22	Open/NLM Pairs (NAP)	Entrée furnished by Club; Participants bring sides
Saturday, September 12	Upgraded Club Championship	Entrée furnished by Club; Participants bring sides
Saturday, September 19 – Sunday, September 20	NLM Tournament	Moore's to manage food
Saturday, September 26	Open Pairs (Extra Points)	Potluck
Sunday, September 27	Open Game (IFG) + Children's Game	Snacks

NAP, Club Championship & International Fund Games (IFG)

Scheduled for August and September

Review of August Events

Arlington Sectional

Mary Ellen and the board felt the sectional went well. Moving the event helped increase the table count by 30 tables and earned an extra \$2,000 for the club. Some suggestions for next year's sectional...

- More and earlier publicity
- Provide participants a list of eating places
- BAND held NAP game during the Arlington Sectional which is against ACBL rules. Dorothy Moore advised the ACBL.
- Review schedule for lessons given by bridge lessons. The lunch breaks may not be adequate to also allow time for a lesson.

Kid Bridge Camp

Seventeen kids attended ADBC's first kid bridge camp managed by Dorothy Moore. Several ADBC members and others volunteered their time to work with the kids: Ellen Dutcher, Clay Waldrop, Gary Neisler, Ned Nolte and Sheri Wolkenstein. George Morey will write a letter of appreciation to Dorothy and the volunteers.

Weekly/Special Game Issues

- After a lengthy discussion, the board agreed to take no action on the Wednesday morning and afternoon games. While the board believes that many players, who shy away from Open games, would benefit from playing against stronger players, the consensus was that members should be able to play in the game of their choosing. The board will work with the Wednesday AM game director re ideas to better promote the game including inviting past participants. A list of these participants will be provided to the director to discuss with her group. George Morey will advise Sue Boosa of the board's decision.
- Beginner bridge lessons (EZ Bridge) will start Thursday at 6:30P with Mary Ellen Stanton as the director.
- A club will hold a game for kids at the same time as the monthly Sunday game.
- Bridge Clubs across the US are being challenged with membership retention and declining game attendance, particularly evening games. Mike cited a note from Paul Cuneo, District 16 President which provides best practices for addressing these challenges (see Appendix 1).

Director Issues

Carol Keller will return to directing the Wednesday 10A game on August 5th. Lucky Snyder will direct the Friday day and night games for August 7th and the 14th. The Moore's have arranged subs for the two weeks they will be gone.

September 12th Membership Meeting

The club will hold a membership meeting to discuss the lease, progress on the director dismissal policy and any issues brought forward by the members.

Access to Google Cloud

Dorothy or Tom Moore will provide board members with the instructions to access documents to which they have authorization

Policy & Rules Review

- The board reaffirmed an earlier board decision that free plays and frequent play slips will only be used in club games. The NLM tournaments held at the club and the Arlington Sectional are not considered club games.
- After the Chicago Nationals, George will call a meeting to discuss the Director Discipline/Termination Policy. Dorothy, Anne, Melody and George are on the committee. This group will also review our current appeals policy.

Hill Donation

Dave and Wilma Hill have made a \$250 donation to the ADBC suggesting it be used to purchase a new printer. George will write to the Hill's expressing the club's appreciation.

Club Manager Change

Mary Ellen will begin club manager duties on August 1st, taking over from George Morey. She will not have webmaster responsibilities.

Treasurer's Report

Due to the rescheduling of the board meeting to an earlier date, the financial statements were not available. A financial recap is included in Appendix 2.

Remaining Agenda Items

Deferred until September board meeting.

The meeting was adjourned.

APPENDIX 1: Membership Retention

This note is from District President Paul Cuneo:

I am enjoying writing my series of articles for the Scorecard. The July/August article addresses membership retention. New member attraction and retention will be a topic for the District meeting on July 4.

When I received the QUIP report from ACBL on April 1, I was shocked that D16 ranked last in new member retention. I immediately contacted ACBL to request data on membership retention from the largest clubs in our District. I was optimistic that some clubs were excellent and others would lag. After I received the data from ACBL, I started talking with teachers, club owners/managers, unit board members and others about the issue. Through those discussions, I compiled the list of Best Practices for New Member Retention. Click [here](#) to see it. Then please encourage your clubs to adopt as many as possible.

Paul Cuneo

Best Practices for New Member Integration and Retention Compiled for D16 by Paul Cuneo (May, 2015)

- Units form a communication committee to:
 - o Prepare and send a welcome packet to new members
 - o Inform the clubs and teachers of new members and provide their contact information
 - o Call those who have let their membership lapse and determine what has changed

- Assign a club member to stay in contact and encourage the new member to participate in lessons, supervised play, novice games etc.
- Always be welcoming and encouraging to new players. Thank them for coming and participating!
- Offer a comprehensive teaching program for new players
 - o Easy Bridge
 - o Better Bridge by Audrey Grant
 - o ACBL Series
- Teach bridge etiquette and good playing practices along the way
- Have fun and encourage them to volunteer
- Have a transition program from lessons to open competition that includes:
 - o Supervised play/Bridge Lab
 - o Novice games
 - o Mentor/Mentee games (all mentors do not need to be Life Masters)
 - o Hand records for all events to enhance learning
 - o Keeping the same time slot has been very effective
- Offer an “Ambassador Program” so that they are always guaranteed a partner
- Enforce Zero Tolerance
- “8 is Enough” to encourage participation in team events
- Free plays to try local clubs and tournaments
- Clubs, teachers and units recognize all rank advancements
- An I/N newsletter
- I/N tournaments

- Experienced players stay after a game to discuss hands with new players

APPENDIX 2: TREASURER's REPORT

July, 2015

Financial Overview:

Revenues are down in July 2015 by \$634 (6.%) over July 2014 and up by \$355 (.46 %) for YTD 2015 over YTD 2014. This is due primarily to the Introductory Bridge Programs and Continuing Education Programs totaling \$3,385 last year. Expenses for July are up by \$2291 over June of last year, but are down YTD by -\$617 over last year. This is due to the purchase of bridge supplies coming later in this year. This results in Net Loss of \$2300 before Sectional Tournament Income.

The Sectional Tournament held in July this year had proceeds of \$4,047 up from last year's Tournament held in February by \$1,821 (82%).

The NLM Tournament was postponed from May this year until June and had an increase of \$349 (51%) over last year.

As of July our Cash is up \$10,388 since the first of the year.

Table Count:

The July 2015 YTD table count was lower by (15.5) tables over the prior year period.
Average table count for weekly games was 5.79 for July YTD vs. 5.85 for prior year.