

**Madison Curling Club  
Minutes of Board of Directors Meeting**

**Date** - Thursday, July 23, 2009 at the Madison Curling Club (MCC).

**Board Members Present** - Larry Baeder, Ericka Balgord, Richard Berling, Janet Crnich, Tim Ebert, Mike Fonger, Mark Hartman, Steve Schally, and Toni Swandby (President).

**Board Members Absent** - Kellie Krake (Past President)

**Officers Present** - Dae Jean Jahnke and Jeff Sailor

**Guests** - Sandy Gordon, Mike Harried, and Don Kind

- 1) **Call to Order** - Meeting called to order at 6:00 P. M. by Toni Swandby, President. She announced that a Madison Curling Foundation (MCF) Board meeting will be held August 13, 2009.

**Jump ahead on agenda.**

**6) New Business**

- d) **Rentals** - Mike Harried sent an e-mail to the Board describing an incident at a rental that required the response of many police officers. He was advised that an additional security guard should be hired to help prevent such incidents in the future. The McFarland police officers on the scene recommended a specific person. The addition of this security guard will increase the security fee we charge renters by \$100; from \$300 up to \$400. Through reply e-mails, a majority of the Board approved the increase in the security fee charged to renters.

Mark Hartman arrived at 6:11 P. M.

For 2010, Mike recommended the Board consider not renting the MCC facility at all or renting only the club house. Renting the club house only would result in a smaller event, requiring less security, less cleaning, and would eliminate the noise problem created when ice house doors are opened to allow for air flow. (The ice house lacks air conditioning.)

Mike Harried was excused at 6:20 P. M.

**Jump back on agenda.**

## 5) Current Business

- a) **Vision Committee** - Larry Baeder explained that from the two focus groups that met this winter to discuss the vision for the future of the club house interior, Sandy Gordon developed 2 conceptual drawings. These were presented to a group at a meeting on Monday, July 20, 2009. Larry introduced Sandy who would review the results of the meeting and explain how the committee plans to proceed.

Sandy Gordon told the Board that the focus groups wanted a warm space that was cozy and inviting yet still could become a big space that would be used for events. Flexibility and durability had to be worked into the design so the club could be used by rentals with minimal damage and wear. Sandy reviewed the 2 conceptual drawings with the Board. She also explained that at the meeting on July 20, the feedback on the 2 concepts was very positive. The consensus of that group was that a combination of the 2 concepts was preferred.

Richard Berling arrived at 6:28 P. M.

The result of combining the 2 concepts would include the following changes to the club house. A gas fireplace will be installed in front of the closets where the half wall is now. The curved half wall that is seen when entering the club would be extended to the ceiling. Some kind of display could be placed on that wall so you would see it upon entry. Ideas for the display include a Wall of Honor and a graphic experiential design (history of the club). The long half wall in front of the ramp access to the ice house would also be extended to the ceiling and would become shelf space for displaying trophies or other items. A bar rail would be set up behind sheets 3 and 4 which could be removed for the rental reason.

- i) **Flooring** - Sandy is considering hardened concrete as a flooring option during the summer rental months because of its durability and ease of care. It would be covered with area rugs and 3 x 3 foot carpet tiles during the curling season which would be removed for the summer. Hardened concrete can be made to look like wood, tile, or ceramic. Since we already have a concrete floor under the existing carpet, this would be a viable replacement for the existing carpet.

Questions still remain about installing a dance floor. Given the number of times a dance floor is needed during the curling season, we may not get much return on the investment. If it is a selling point for rentals, it may be worth the cost to install.

Funds to be used toward the installation of the fireplace have been donated by the family of Duane "Dewey" Schumacher in his memory. A pledge for matching

funds has also been received.

Mike Fonger asked about installing a bar. Neither Sandy or Larry had remembered anyone from either focus group mentioning a bar. Larry was very disappointed that the focus group participants, which included many beer drinking members, had failed to think of adding a bar. A bar would be nice for special events and could be removed for rentals.

Don Kind arrived at 6:41 P. M.

Sandy will create 1 drawing combining the 2 concepts and add a bar. She will get a rough estimate for the cost of the project and a timeframe for completion. Larry expects the fireplace and floor would have to be tackled at the same time to be cost effective. This means we will have to tolerate the 'disaster that passes for the carpeting' on the club house floor for at least another year.

The Board agreed that the Vision Committee was heading in the right direction.

Sandy Gordon was excused at 6:47 P. M.

- b) **Dehumidification** - Don Kind came to the meeting to report for Dan Dettmers. Don has been involved in researching the dehumidification options for about 2 years. A dehumidifier will eliminate the condensation problem in the fall, which will help with ice making, and will eliminate frost build up, which will help with curling. He handed out a sheet highlighting 3 options.

Option 1 - BMIL Corporation produces a unit that is top of the line. This unit captures heat from the compressors and dehumidifier and would cost \$176,000. That option is out of the MCC's price range.

Option 2 - Vryon Corporation offers the Munters unit. It is a very nice unit but takes 8 weeks to arrive once ordered. It would be installed outside the building which would mean some negotiations with the Village of McFarland to get approval. The base price for this unit is \$37,200. Once optional items are added, the cost rises to \$51,760. Finally, installation costs cause the total to rise to \$75,171.

Option 3- Not ideal but less expensive is the Arid Dry Corporation's MS-2600 model. This unit costs \$15,500. After adding options, the cost of the unit goes up to \$17,485. Members of MCC might be able to install this unit using volunteer labor. If not, installation charges would need to be added to the overall cost. This unit is available for shipping immediately. One of these units would work better for us than the 2 Dectron units we use now. The contractor's bid recommended 2

units. The Ice Committee is currently trying to determine if one unit will meet our needs.

These 3 options represent progress on the research so far. There is still more information to collect before discussions on dehumidification can continue. Another proposal will be sent to the Board before the next meeting.

There is an expectation that energy will be saved by using the new unit. The same was expected when the new lights were installed. However, in the case of the lighting, kilowatt usage remained the same. It is possible that the MCC would receive energy credits on the new unit as we did with the lights. Jeff Sailor will provide Don with electric bills for the past year so that he can contact Focus on Energy to determine if we would receive a rebate.

Other ways to reduce the amount of moisture in the ice house are to improve the seal of the building around the exit doors and reduce the amount of outside air the furnace brings in.

Don offered to donate \$5,000 toward the cost of the dehumidifier. The Board members commented that this was a very generous offer. Don then mentioned that he had not yet told his wife about this.

Don Kind was excused at 7:11 P. M.

- c) **Host US National Club Championships 2010** - Mark Hartman reported that he and Jeremy Roe met with Dave Davidson (a marketing expert) again to discuss ways to generate revenue through promotions for the US National Club Championships. He is considering applying for a Joint Effort Marketing (JEM) grant through the state which would be used for advertising and marketing. In 2001, a JEM grant was applied for and \$28,000 was received for the Olympic trials. Mark and Jeremy will be meeting Sunday, July 26, to develop a budget for the event. They need to know what expenses will be incurred before they meet again, August 1, with Dave. Mark also mentioned that he and Jeremy will be asking members for help soon.

The US Curling Association (USCA) has sent the contract, regarding the MCC hosting the US National Club Championships, to Toni Swandby for her signature. There were 5 or 6 items of concern in the contract which have been reviewed. Changes have been agreed upon and Toni is waiting to receive the revised contract. Mark sent an electronic copy of the contract to the Board. Toni suggested that if any Board member had a question about the contract, they should contact Mark.

- d) **Club Calendar, 2009 - 2010** - Mark Hartman reported the UW Mini Course is scheduled for October 13 and 20, 2009. The second curling clinic of the season is slated for January 16, 2010 and may be held in the afternoon instead of the morning to allow pick up curling to take place in the morning as scheduled. The Curl vs. Cancer event will tentatively be held January 23 - 24, 2010. The Madison Mixed may be moved to January 29 - 31, 2010. With Easter falling on April 4, 2010, Mark will move the Drives event to March 26 - 28, 2010, preceding the Mansfield championship. The Ice Breaker party would take place following the Mansfield championship, probably on April 3, 2010.
  
- i) **Number of Weeks for 2009 - 2010 Season** - Mark Hartman recommended keeping the season at 19 weeks in length, by starting the leagues before Halloween, instead of cutting back to 18 weeks. **MOTION** by Mark Hartman, Tim Ebert second, to keep the calendar as is with a 19 week season beginning October 26, 2009. **Motion unanimously carried.**

**Jump ahead on agenda.**

**6) New Business**

- c) **Halloween Bonspiel** -Mark Hartman reported Brian Bergen has everything in order for the Halloween Bonspiel. This is the 21st Halloween Bonspiel. Brian will be sending out the bonspiel flyer soon. He has made arrangements for a host hotel. Dates for the event are October 29 through November 1, 2009.

Mark Hartman was excused at 7:20 P. M.

**Return to agenda.**

- 2) **Approval of the June 18, 2009 Meeting Minutes** - **MOTION** by Mike Fonger, Larry Baeder second, to approve the meeting minutes as amended by Ericka Balgord to correct a spelling error. **Motion unanimously carried.**

**Jump ahead on agenda.**

**4) President's Report**

- a) **Bylaw Review** - Toni Swandby and Richard Berling are reviewing the bylaws and are about two thirds of the way through the document.
  
- b) **Capital Expense Projection Reports** - Toni Swandby explained that the 2 top priorities on the Capital Expenditure Priority List, flooring and dehumidification,

had already been discussed. The capital budget balance is \$30,628, enough to cover the cost of at least one dehumidification unit. Even though it brings her to tears, for as much as she wants the carpeting replaced this year, it does not make sense to do it at this time if we are going to consider a remodeling project as proposed by the Vision Committee.

### **Jump ahead on agenda.**

#### **5) Current Business**

- e) **Rating Committee Report** - Tim Ebert reported that the Men's Rating meeting was held June 23, 2009. (Boots Stolt had finished the women's ratings before the June Board meeting.) Most of the men's ratings are complete. They will be done by the August Board meeting. Walt Erbach will be sending ratings to Tim shortly.

Bill Buckingham and Melissa Abbott have agreed to become the Men's and Women's Rating Committee chairs, respectively, for the 2009 - 2010 season.

Tim convened an informational meeting the week prior to the Board meeting to discuss the current rating system, ideas to improve the system, and how to handle rating the members in the future. Most at the meeting felt the current system works well, it just needs minor adjustments. Tim would like to see the rating process simplified. He proposed collecting data on members in all pointed events but there are many variables. He is reviewing the ratings process for men versus the ratings process for women. Eventually the two processes have to start from the same standard to provide consistent results with balanced ratings.

- f) **Committee Assignments** - Dae Jean Jahnke stated she would send e-mail reminders to the Board members asking them to send her a list of confirmed sub-committee chairs so that she can update the Committee Assignment list. The list is 65% complete. Assignments under all areas will be completed by the August 13 Board meeting.

#### **6) New Business**

- a) **MCC Volunteer Activity 2008 - 2009** - Ericka Balgord put together a spreadsheet listing all club members that volunteered last year and the activity for which they volunteered. She reported 215 of the MCC members, or 43%, volunteered at least 1 time last season for everything from kitchen help to program sales. Don Kind took the lead volunteering by participating in 15 separate activities.

Ericka wants to encourage and promote volunteerism. She feels this can be

accomplished with recognition of current volunteers and by having current volunteers asking others to volunteer with them. Tim Ebert interjected that he feels it is also one of the skip's responsibilities to get their team members involved in the club. The skip should set an example and encourage members to support their club through volunteering which will help them feel a part of the club faster.

- b) **Summer/Fall Member Mailing** - Toni Swandby mentioned that last year's mailing contained a welcome letter, a reply sheet (on which a member signed up for leagues and provided current contact information), the summer Hogline, ratings, and an Open House poster. It was requested that a space be provided on the reply sheet for members to list their profession.

Larry Baeder will work with Jack Jerred to put the Open House poster in an electronic format so that the dates on the poster can be easily changed each year before being printed.

**Return to agenda.**

### **3) Treasurer's Report**

- a) **June Month End** - Jeff Sailor reviewed the financial summary for 2009 - 2010 as of 6/30/09. This month's income was \$1,300 greater than expenses. The majority of revenue was generated from club rentals (\$3,720). The total revenue for the month was \$3,739. The total expense for the month was \$2,449. The largest expenses included utilities (\$1,450) and repairs (\$380). The year to date deficit is \$3,907.

There was no change in the Capital Budget.

**Wireless Internet Contract** - At the last Board meeting, Toni Swandby asked Jeff Sailor to look into changing our current service contract to see if there was a way to save money. Jeff presented 3 options. The first option was to switch to Verizon and get a one year contract. They would charge \$40 a month but phone service would have to also be purchased. The second option was to stay with Charter but get a one year contract. They would charge \$50 a month. The third option was to stay with Charter and continue with the month to month contract at \$68 a month but stop service in April through September. A start up cost would be incurred in October when the service is reinstated. Since option 3 results in the most cost savings, the Board agreed to shut down wireless starting April 2010 - September 2010.

**Jump ahead on agenda.**

- c) **Certificate of Deposit** - Jeff Sailor looked into moving the money in the Morgan Stanley money market account to a Certificate of Deposit (CD). He presented several options which were all very similar. The CD terms were about a 12 month lock in at about 1% interest. Since the \$90 annual account fee charged by Morgan Stanley was just paid, there is no reason to rush to move the money out of the Morgan Stanley account. The Board has a year to decide for how long a term the CD should be locked up or, based on interest rates, if a regular savings account would be a better choice. Jeff expects interest rates to rise by next year.
- MOTION** by Tim Ebert, Mike Fonger second, to place \$40,000 of the funds currently in a Morgan Stanley money market account to a Federal Deposit Insurance Corporation (FDIC) backed 3 month term CD through Morgan Stanley.
- Motion unanimously carried.**

### **Return to agenda.**

- b) **2009 - 2010 Budget** - Jeff Sailor is dealing with a \$4,500 deficit in the 2009 - 2010 budget which he is trying to reduce. He is looking for additional revenue or ways to reduce costs.

All summer rentals are contracted for this year so there will be no additional income received from those. When asked about money coming in from the US National Club Championships, Toni stated that, in the past, the profits from this kind of event have gone to the MCF. Historically, the MCF would budget the money to be split between the mortgage funding and capital projects. There was some discussion about applying revenues from the event toward this season's operating budget deficit. The Board will need to discuss further and decide on how to allocate the proceeds from the US National Club Championships.

Board members suggested the following ideas to raise funds.

- Name projects and ask for contributions for that specific project. Appealing to a member's particular interest may get them more excited about making a donation.
- Find a member willing to provide matching funds for a specific project. Then, ask other members to make a donation to that project. Specify that if a goal is met, member X will match the amount.
- Educate the members that donations to the MCF are tax deductible. This may increase contributions.
- Have a supply drive, like a food drive, except ask for kitchen and cleaning supplies such as paper plates and window cleaner.
- Think about increasing bonspiel fees by a small amount.
- Ask that each member volunteer some time or make a small donation.

The pros and cons of renting the club were again discussed at length. The rentals bring in so much income the budget has become very dependent on that income. But costs for rentals continue to rise in ways that can and cannot be measured. Many ideas on ways to increase revenue and reduce costs of rentals were discussed including only renting the club house, stopping the rental at midnight, upgrading the building to appeal to a different clientele, increasing the rental fee, and stopping the rentals to save from paying the agent's fee. Since the rental revenue currently is used to pay the mortgage, if the mortgage gets paid off, the club might not need the rental income. These ideas will not impact the budget this year since they cannot be implemented until next summer.

The Board was asked to be prepared to set the dues and pass the budget at the August Board meeting and to send ideas for ways to increase revenues and decrease expenses to Jeff.

- i) **Dues** - The Board agreed that we must find a way to keep from asking for an increase in membership dues for at least the next 2 years if at all possible.

**Jump ahead on agenda.**

- d) **Sales Tax/Donations Clarification** - This agenda item was tabled.

**Jump ahead on agenda.**

- 7) **Adjournment - MOTION** by Mike Fonger, Tim Ebert second, to adjourn. **Motion unanimously carried.** Adjournment at 8:57 P.M.

Submitted by Dae Jean Jahnke, Secretary