

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

Date - Thursday, September 17, 2009 at the Madison Curling Club (MCC).

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

Officers Present - Dae Jean Jahnke and Jeff Sailor

Guests - Mike Harried

- 1) **Call to Order** - Meeting called to order at 6:02 P. M. by Toni Swandby, President.
- 2) **Approval of the August 13, 2009 Meeting Minutes - MOTION** by Larry Baeder, Janet Crnich second, to approve the meeting minutes as presented without reading.
Motion unanimously carried.

Kellie Krake arrived at 6:05 P.M.

3) Treasurer's Report

- a) **August Month End** - Jeff Sailor reviewed the financial summary for 2009 - 2010 as of 8/31/09. This month's expenses were \$2,213 greater than income. The total revenue for the month was \$2,590, from club rentals. The total expense for the month was about \$4,803. The largest expenses were for utilities (\$1,917) and a transfer made to the Capital Account in the amount of \$2,500. It was asked if less than \$2,500 could be transferred to the capital account because more than \$10,000 was raised for the dehumidifier. The money for the dehumidifier goes into the Capital Account of the Madison Curling Foundation (MCF) not the capital account of the MCC. So there is no opportunity to change the numbers to reduce the MCC deficit. A credit was received from our general repairs vendor. The year to date deficit is \$3,830.

There was a problem with one of the rental checks but it was decided that no change in policy was needed as the problem was a result of a simple and uncharacteristic error by the rental agent.

4) President's Report

- a) **Capital Expense Projection Reports** - Toni Swandby talked to Al Hafeman and he had questions about replacing and caring for the ice house equipment. Was the ice house equipment included on the capital expense spreadsheet? She will have Al meet with Mike Fonger and Steve Schally to assess the equipment, review the list, and make sure all necessary items are added to the spreadsheet.

Items on the Capital Expenditure Priority List to be dealt with this year are flooring, which will be discussed under the Vision Committee agenda item, dehumidification, which has been handled, and recapturing heat, which has not been done.

5) **Current Business**

- a) **Vision Committee** - Larry Baeder reported that Sandy Gordon is still working on the final concept drawing and creating a budget for the remodeling project. She will be invited to the next Board meeting to show the Board the concept drawing.
- b) **Dehumidification** - Steve Schally reported that everything is going ahead. The installation will start next week. Toni Swandby had talked to Ron Wixson who said that \$12,500 has been raised. Don Kind received a quote for the cost to install the equipment from Landmark in Cottage Grove. Their estimate was half of what he had gotten from other companies (about \$2,700). Dan Dettmers gave Landmark a good review. An application has been submitted for a Focus On Energy rebate.

Richard Berling arrived at 6:17 P. M.

Richard Berling will be sending an e-mail to the membership to update them on the progress of the installation of the dehumidification unit. He reported that Rob Wixson sent Thank You notes to the approximately 60 people who contributed to the dehumidifier fund. An idea was presented to have the Board cook a dinner for all who contributed as another way to thank them for their support.

Toni Swandby thanked Richard for sending out the e-mails soliciting funds for the project. Tim Ebert also mentioned that the challenge he made to skips to match his contribution generated many donations.

- c) **Host US National Club Championships 2010** - Mark Hartman reported that he and Jeremy Roe met with the full committee September 9. He presented the logo for the event, created by Scott Templeton. Jeremy created a sample draw sheet for the event which has been sent to the US Curling Association (USCA) drawmaster. It has the playoff games on Friday with the finals on Saturday. It was very important to Mark and Jeremy that the playoffs and finals be on

different days.

The main activity of the committee so far has been working with Dave Davidson on the marketing campaign. Money paid by sponsors will be used to fund the advertising campaign and will be kept track of in a separate budget from the operating budget. This is a new approach to advertising for this kind of event. The marketing proposal includes 18 billboards around Madison, running approximately 150 television ads on channel 15, the Madison NBC affiliate, plus another 100 television Public Service Announcements (PSA's), and approximately 150 radio spots with 100 radio PSA's on 5 different Madison radio stations. Dave and Mark met with the hotel management of the Crowne Plaza, offering them the chance to be the host hotel and main sponsor. They are waiting for their response.

Mark and Jeremy need to meet with Mike Fraboni concerning ice preparation during the event and ice making now. The USCA has sent 10 magnetic strips to be placed in the ice and used with the handle sensor system. They need to be no deeper than 1/2 inch in the ice for best results. Mike will know the best time to place them in the ice. Also, the USCA requests that no art work be placed in any circles in the houses on the sheets being used for the event. Kellie Krake will talk to the MCC ice artists about the USCA's concerns.

Dave would also like to see a charity connected to the event. The committee is considering 4-H to be the charity. The 4-H clubs in southern Wisconsin will be the focus. It is a large organization with the kind of demographic that would become spectators at the event. Mark hopes to get 4-H club members to volunteer at the event. It was suggested that Mark go the web site www.guidestar.org to get the form 990 fund raising history for the 4-H clubs in southern Wisconsin to see if what we can offer them would be appealing.

Dave also suggested getting spectators involved in activities during the course of the event. One suggestion was some kind of 'draw to the button' challenge.

There was a question regarding if Dave would be reimbursed. He will get a percentage of any sponsor money remaining after advertising production costs are paid, from the separate advertising budget. Advertisements sold to be placed in the event program will be part of the operating budget.

Mark and Jeremy will be meeting with the sub committee chairs on an individual basis over the next few weeks. They hope to finish these meetings before leagues begin. The next group committee meeting will be scheduled just after leagues begin.

- d) **Club Calendar, 2009 - 2010** - Mark Hartman stated that the Men's Skips Meeting date of October 6, 2009 has been added to the calendar. The Women's Skips meeting is scheduled for October 12, 2009. The make up date for the Thursday Mansfield leagues that are being cancelled for Thanksgiving is December 28, 2009. The make up date for the Thursday Mansfield league that is cancelled for the Halloween bonspiel will be determined by the shift captains Stan Vinge and Dean Zoesch. The make up date for the Thursday VICE league is April 1, 2010.

The dates for the second curling clinic and the Curl vs. Cancer bonspiel are still being negotiated. January 16 and 17, 2010 is the preferred date for both events. Janet Crnich, the Special Events/Activities chair and Mark, the Invitational Bonspiels chair, will work together to resolve the conflict.

For next year, the suggestion was made that a deadline be established by when all dates must be finalized.

Discussion continued off agenda.

Mike Harried reported that the concrete floor in the ice house will be cleaned this Saturday. Next Saturday, September 26, the linoleum tile floor will be washed and waxed. The cost will be \$600. The carpet in the club house and ice house were cleaned last week also for a cost of \$600.

The Board needs to make a decision about renting the club for the summer of 2010. The rental agent is already receiving inquiries. This will be an agenda item next month.

Mike also reminded everyone that if alcohol is to be sold for the upcoming CashSpiel and US National Club Championship events, the licensing process takes about 2 months. Those in charge need to apply in October for the December event and in December for the February event. The club can get only 2 temporary wine licenses in a 12 month period. An operator (bartender) can get only 1 temporary operator license in a year. You will need different bartenders for the 2 events, or find a bartender who has a McFarland license.

Mike Harried was excused at 7:20 P.M.

Return to agenda.

- e) **Rating Committee Report** - Tim Ebert reported that Bill Buckingham and Melissa Abbott are working on a new rating sheet form. The new form will be used this season to collect data. Each skip will rate their opponents in any pointed league after the game. The shift captains will place the information in a 'Google document' spreadsheet. The goal is to more accurately rate substitutes and to

apply the same criteria to rating men and women. The first season will be a trial period for the upgraded system. The spreadsheet should make the rating meetings go faster and more smoothly. By the second season, Tim hopes this process will result in ratings being available by the Annual Meeting.

- a) **Committee Assignments** - Dae Jean Jahnke stated the sub-committee chairs listed as To Be Determined (TBD) on the Committee Assignments sheet were highlighted in the Hogline and a request was made for volunteers. She will update the sheet as the vacancies are filled. She will have the final list ready for the directory in November.
- b) **Fall Member Dues Mailing** - Toni Swandby discussed the Fall dues mailing. Larry Baeder and Steve Schally will update the dues information sheet with the correct dates and add information about making a donation to the MCF. Steve will send the dues information sheet to Steve Day so it can be posted on the MCC web site. The due date for dues payment is November 6, 2009. If you play a game after November 6, 2009 and you have not paid your dues, that game will be a forfeit. A finalized sheet should be available in the next few days. There will not be another Hogline until November. The dues mailing is scheduled to be sent at the beginning of October.
- h) **Halloween Bonspiel** -Mark Hartman reported that Brian Bergen says the Halloween Bonspiel is about half full. This is fewer teams than were signed up by this time last year. However, Brian is confident that the event will fill to capacity. .
- i) **Web Site** - Toni Swandby told the Board that Steve Day created a master list of areas on the web site to be reviewed and had sent it to her. She distributed the list via e-mail to the Board members who could delegate tasks to the appropriate sub-committee chairs. The sub-committee chairs or their delegates need to respond to Steve by October 1, 2009.

7) **New Business**

- a) **Men's and Women's Skip Meeting** - The date for the Men's Skips Meeting is October 6, 2009. Larry Baeder is putting an agenda together for the meeting. The date for the Women's Skips meeting is October 12, 2009.
- b) **Open House** - Larry Baeder and Steve Schally have been given the Open House packet and will update the files with current information. Larry is also updating the vinyl signs with this year's dates. He still needs volunteers. Kellie Krake volunteered to handle instruction. Toni Swandby said it was not too soon to start planning for the post Olympic Open House also. Larry will have a Post Olympics

Open House flyer available for all spectators who come to the US National Club Championships.

Erica Balgord brought up the topic of advertising the Open House on Facebook. Ads can be targeted to specific demographic groups who might be interested in attending the Open Houses. The club does have a Facebook page. Erica will work with Larry Baeder and Steve Schally to see if it is practical and to set this up

- c) **Ice Making** - Toni Swandby mentioned that Al Hafeman passed along the information that ice house cooling will begin Monday, September 21, 2009.
- d) **Fall Hogline - End of November** - Toni Swandby told the Board that the next Hogline will not be published until the end of November.
- e) **Insurance Policy Update** - Mike Fonger investigated getting liability insurance through the USCA. They would charge us \$3,867 as opposed to the \$2,570 we pay now. Also, Mike is looking into getting \$300 back for Worker's Compensation coverage. He may be able to get money back for 2008 - 2009 as well. And, in the future, he will get 2 bids for insurance coverage in an effort to save money.
- f) **Fundraising** - Toni Swandby announced that in anticipation of the Board accepting the Vision Committee's plan for remodeling the club house, Janet Crnich has offered to be the chair of the fund raising committee.
- g) **Curl TV** - Toni Swandby broke the news that the USCA has terminated its agreement with Curl TV. A subscription to Curl TV will no longer be included as part of your USCA membership dues. The events offered by Curl TV have dwindled and there are disputes over who had the rights to broadcast the events they were covering.

7) **Adjournment - MOTION** by Mark Hartman, Mike Fonger second, to adjourn.
Motion unanimously carried. Adjournment at 8:07 P.M.

Submitted by Dae Jean Jahnke, Secretary