

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

Date - Sunday, October 18, 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

Officers Absent - Jeff Sailor

Guest - Sandy Gordon

- 1) **Call to Order** - Meeting called to order at 6:00 P. M. by Toni Swandby, President.
- 2) **Approval of the October 8, 2009 Meeting Minutes - MOTION** by Mike Fonger, Ericka Balgord second, to approve the meeting minutes as presented without reading. **Motion unanimously carried.**
- 3) **President's Report**
 - a) **Bylaw Review** - Richard Berling reported on the efforts being made to improve the bylaws of the MCC. There are about 12 that need to be reviewed by the Board. He will bring up 2 or 3 for review at each Board meeting. The goal is to have the Board approve changes to the bylaws and have a new version ready to present to the membership 30 days in advance of the annual meeting. The membership will vote on whether or not to accept the changes at the annual meeting. There are some operational aspects that need to be removed from the bylaws. These items need to be added as an update to the operational manual. There are administrative items that are duplicated in the bylaws and some administrative items that are missing and need to be added.

Sandy Gordon arrived at 6:05 P.M.

Janet Crnich arrived at 6:06 P.M.

- b) **Capital Expense Projection Reports** - Toni Swandby asked if there were any changes or additions that needed to be made to the capital expense spreadsheet. There was some discussion regarding the installation of the hot water heater. It was decided that because less was spent from the capital budget on the

dehumidification system than had been approved, a larger capacity hot water heater could be purchased and installed sooner than Summer 2010. If possible, it could even be installed before the Halloween bonspiel. It was decided that the new hot water heater would be electric rather than switching to gas.

MOTION by Richard Berling, Mike Fonger second, to approve up to \$1,500 to be spent on a new hot water heater. **Motion unanimously carried.**

Mike Fonger will handle the purchase.

4) **Current Business**

Jump ahead on agenda.

- b) **Host US National Club Championships 2010** - Mark Hartman explained that a lot of work has been, and is being, done and gave the Board some updates. The hospitality committee toured the facilities at The Crowne Plaza and was very pleased with what was available. The US Curling Association (USCA) has agreed to let the club web stream the event. Discussions are ongoing with the USCA regarding how best to handle time clocks. With all the advertising that will be done, and therefore in anticipation of a large crowd for the event, the committee has decided to install bleachers in the club house for the length of the event. Meetings have taken place with Mike Fraboni to work out ice preparation schedules. Wally Henry, Nicole Joraanstad, and Debbie McCormick have agreed to be spokespersons in the advertising campaign.

The publication Dollars and Sense will have a half page ad for the event in the October 27 issue. The ad will include the club's phone number so those with any questions can call for information. A suggestion was made that a script be written and placed by the phone along with a pad of paper for messages. Also, Mike Fraboni should be notified that there may be more calls to the club than normal after the ad runs.

Larry Baeder arrived at 6:18 P.M.

- i) **Contracts** - Because of the new approach being taken to bring sponsors on board, there will be several contracts made between the MCC and the various sponsors. The current bylaws limit the MCC President from signing contracts without Board review. Mark Hartman and Toni Swandby requested that the Board allow contracts, between the MCC and sponsors, to be signed without the Board's review as long as certain terms were met. The contract would have to demonstrate no financial risk to the club. Mark assured the Board that Dave Davidson was adamant on protecting the club. Any agreement between

the MCC and a sponsor would be dependent on the ability to get more sponsors to cover the liability. They will not enter into any contract that presented a financial risk to the club.

MOTION by Mike Fonger, Tim Ebert second, to allow Mark Hartman, Jeremy Roe, and the MCC President to sign contracts between the MCC and sponsors for the US National Club Championships and the US National Junior Championships without receiving Board approval on each contract. **Motion unanimously carried.**

The event banquet and closing ceremonies would be held at The Crowne Plaza. The opening reception will be held at the club. The Crowne Plaza has agreed to provide a block of 40 rooms at \$100 a night with a 6 night minimum for the event. The hotel will pay a \$45 fee per room to the club which will be used for the advertising campaign. If only 75% of the rooms are sold for the event, the advertising budget will be cut back to 75%. The hotel has also agreed to provide a block of 80 rooms for the Junior event in 2012, price to be determined between \$106 to \$109 a night.

Return to agenda.

- a) **Vision Committee** - Sandy Gordon combined the 2 concepts for changes to the club house into 1 and showed the artwork to the Board. She had several pieces showing the club house from different vantage points. The proposal creates 3 zones within the club house and each zone will have its own lighting controlled by separate switches. The existing television area will be turned into storage space which will be used to store , when not in use, the movable bars, carpet tiles, extra tables, and extra chairs. The concept is to take the warehouse feel out of the club and replace it with something warm and cozy.

To properly accomplish this goal will require more than just installing a fireplace and putting a fresh coat of paint on the walls. There are six phases to the plan. To maximize cost effectiveness, phases 1, 2, and 3 should be done at the same time. These phases consist of changes to the walls and ceiling including rough framing, dry walling, and electrical work. Phase 4 consists of changes to the floor. Sandy talked with those providing the estimates about which part of the project should be done first; walls or floor. There would be similar compromises needed regardless of which piece was done first so there are no advantages to starting one over the other. Sandy provided cost estimates for each phase. She presented one caveat. The estimate for flooring does not include the cost to remove the existing flooring. She felt we would be able to recruit plenty of volunteers from the club to deal with that issue.

There was a great deal of discussion regarding the conversion of the television area into storage. Some of the reasons given for the change were to provide a more convenient storage area, to provide the correct feeling to the space, and to bring people out of hiding from the corner. Reasons given for leaving the area as is included providing a space for privacy to take a nap or have a discussion, or to provide a place for the kids to play. Also, it was mentioned that more storage space means more junk gets accumulated.

The Board agreed that the concept ideas were very good and can be taken to the membership. They asked Sandy to place more tables in the concept art. As with the concept artwork shown to the Board, the adjusted artwork will not be to scale and the final color palate will not be represented. The focus at this point needs to remain on the concept, not the specifics.

- i) **Fund Raising** - Janet Crnich is in charge of the fund raising effort. She has 3 donors lined up so far but would like to have 6. Once accomplished, she will then be ready to place Sandy's concept drawings around the club house and on the web site to kick off the fund raising efforts. She and others feel the impact of the artwork and seed money will help with the fund raising effort.

Sandy Gordon was thanked and excused at 8:00 PM.

Jump ahead on agenda.

- c) **Club Calendar, 2009 - 2010** - Mark Hartman reported that a few changes and additions have been made to the calendar. Anyone interested in them could access the calendar online via the club's web site.

Lori Karst was able to rearrange her schedule and therefore, the curling clinic is being moved to January 23 and 24, 2010. Jennifer Rhude Krug was contacted and informed that January 16 and 17, 2010 were now available if she was interested in holding the Curl vs. Cancer event that weekend. She is considering it and will let Toni Swandby know her decision.

Ericka Balgord has added a member mixer event to the calendar for the evening of January 23, 2010.

- d) **Open House Update** -Larry Baeder stated that 50 visitors came to the club on Thursday, October 15 and 12 of them signed up that night and paid their dues to become members. Saturday, October 17 brought 25 visitors with only 3 or 4 signing up. He expects the turnout on Monday, October 19 to be as big as Thursday and will send out an e-mail asking for more volunteer instructors.

There were a few visitors who came to the Open House because they saw the flyer on Facebook. Larry said that 65% of the visitors came because they were encouraged by a friend to give curling a try.

- e) **Web Site** - Toni Swandby told the Board that there were no updates.
- f) **Rating Committee Report** - Tim Ebert regretted to inform the Board that Melissa Abbott would not be able to continue as the chair for the Women's rating committee as she will be moving from the Madison area in a few weeks. However, he was happy to inform the Board that Penny Clark has agreed to take over the position from Melissa. The committee is having a meeting tomorrow. The new ratings forms have been shown to the shift captains and all involved are ready to try the new system.
- g) **Committee Assignments** - There is some confusion regarding who will be the chair of the Ladies Locker committee. We have the unusual problem of having too many volunteers for the position. Dae Jean Jahnke will talk to the 2 candidates to see how they wish to handle the situation. There are 2 committees without chairs that did not have chairs last year. The All American event will not take place during the Tuesday morning league this season. A chair to run the weekend All American is still being sought. Larry Baeder is searching for a person or persons to chair the UW Program Sales committee. This is a full season job but one that is critical to the club's financial success as the program sales bring in a large amount of income.

5) **New Business**

- a) **Select Remaining Board Meeting Dates** - The following dates were selected for the remaining Board meetings: November 15 and December 13, 2009, January 17, February 7, and March 14, 2010. All meeting dates are Sundays and the meetings will be held at 6:00 P.M. at the club in McFarland. The annual meeting date selected was April 14, 2010.
- b) **Social Events** - Ericka Balgord gathered a diverse group of members for a meeting this past summer to discuss the social events held at the club. Based on the group's discussions, the club suppers and the New Year's Eve party are being removed from the club calendar. A member mixer will be added in January and a poker tournament will be added in February. The member mixer will include curling and will give members an opportunity to play at other positions on a team than what they might normally experience. Also they will get a chance to curl with members from other nights whom they might otherwise not get a chance to meet. The mixers will have a theme with the first being a martini mixer. Other ideas for social events that have yet to be finalized are a reception for the

Women's Olympic team and a summer outing to a Milwaukee Brewer's or Madison Mallard's baseball game.

- c) **Club House Rentals for 2010** - With requests already being made to rent the club, the Board must decide whether to rent the club during the summer of 2010. It was agreed that the rental agent could, for now, book rentals for the club house area only. Mike Fonger will get statistics regarding the number of rentals that were booked during the summer of 2009. Using that and other information regarding the amount spent cleaning after the rental season, a decision can be made about renting the ice house portion of the club.

- d) **Junior Curling** - Janet Crnich was able to recruit Lester Boles to chair the Junior Curling sub-committee. She informed the Board that Lester is interested in changing the fee payment structure for the juniors. Currently, they pay a \$50 fee up front. However, they are being charged group rental rates and they are treated as a group in that they are not considered club members and do not have voting privileges. Therefore, Lester would like to allow them to pay per visit, which will give the juniors more flexibility. Also, the \$50 fee goes into an account separate from the club's. He would like to change that so the fees go directly to the club and he would like to close the separate account. He also has ideas for rebuilding the junior program. Toni Swandby wanted Janet to let Lester know that the Board will support him and he should try whatever he feels is best.

A writer for the Isthmus is preparing a story for that paper about kids involved in non-traditional sports. Four families were interviewed for the article: the Boles, Funks, Schaffers, and Schallys. There was no information yet about when the article will appear.

- 6) **Adjournment - MOTION** by Richard Berling, Mike Fonger second, to adjourn. **Motion unanimously carried.** Adjournment at 8:38 P.M.

Submitted by Dae Jean Jahnke, Secretary