

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

Date - Sunday, March 14, 2010 at the Madison Curling Club (MCC).

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

Board Member Absent - Ericka Balgord and Richard Berling

Officers Present - Dae Jean Jahnke and Jeff Sailor.

- 1) **Call to Order** - Meeting called to order at 5:02 P. M. by Toni Swandby, President.
- 2) **Current Business - US National Club Championships 2010 Recap** - Since Jeremy Roe was not present, this item will be discussed with other current business later in the meeting. See starred item under Current Business.
- 3) **Approval of the February 7, 2010 Meeting Minutes - MOTION** by Mike Fonger, Tim Ebert second, to approve the meeting minutes as presented without reading.
Motion unanimously carried.
- 4) **Treasurer's Report** -
 - a) **February Month End** - Jeff Sailor reviewed the financial summary for 2009 - 2010 as of 02/28/10. The total revenue for the month was about \$291, mostly from a winter rental and merchandise sales. The total expense for the month was about \$17,550. The largest expense was for utilities (\$6,342). Other large expenses included beverages (\$3,415) and ice expenses (\$2,827). It appears we are no longer receiving credits on our utility bills so Jeff expects our energy bills to go up.
 - b) **March Estimated Month End** - Jeff Sailor reported that MCC will end the year with a surplus. The Open House brought in over \$3,000 in revenue which was not included in the budget at the beginning of the fiscal year. Some expenses that will be paid in March include fixing the lock on the front door again, the cost of new phones, and a license for the stove after its inspection.

Jeff will meet with Diana Gettinger next week to review the activity from the US National Club Championships. They will have the balance sheet for the event finalized by the Annual Meeting, April 21.

Dae Jahnke Mar 24, 11:34 AM Added Text
Dae Jahnke Mar 24, 11:35 AM Added Text
Dae Jahnke Mar 24, 11:35 AM Added Text
Dae Jahnke Mar 24, 11:39 AM Deleted: a
Dae Jahnke Mar 24, 11:35 AM Added Text
Dae Jahnke Mar 24, 11:35 AM Deleted: and provides statistics
Dae Jahnke Mar 24, 11:36 AM Deleted: She is the antithesis of the competitive curler...
Dae Jahnke Mar 24, 11:39 AM Added Text
Dae Jahnke Mar 24, 11:37 AM Deleted: Toni knows
Dae Jahnke Mar 24, 11:40 AM Added Text
Dae Jahnke Mar 24, 11:40 AM Deleted: not like to
Dae Jahnke Mar 24, 11:40 AM Added Text
Dae Jahnke Mar 24, 11:38 AM Added Text
Dae Jahnke Mar 24, 11:38 AM Deleted: to a group and that she will be surprised and ...

Discussion continued off agenda.

Ice Maker's Contract - Toni Swandby added this item to the agenda. Mike Fraboni had requested a Cost of Living Allowance (COLA) be added to his contract for 2009 - 2010. This had not been planned for in the budget for the current fiscal year. Toni felt this was an issue that should be discussed with and determined by the Board. After much debate, the Board decided to include a COLA in the 2010 - 2011 contract but denied the request for the 2009 - 2010 contract. Toni will attempt to get the 2010 - 2011 contract ready for Mike and signed by him at the squeegee party in April.

Return to agenda.

5) President's Report

- a) **Review Annual Meeting Agenda** - Dae Jean Jahnke sent an electronic copy of the Annual Meeting Agenda to the Board prior to the meeting. Mark Hartman requested that an item be placed on the agenda to review the US National Club Championships. Larry Baeder asked for the Recognition of the Outgoing Board Members item be moved down in the schedule. The agenda with these 2 changes was approved. Also, the date for the Spring Club Clean-Up was set for April 17.
- b) **Cottrell Service Award** - Toni Swandby began by explaining that the Cottrell Service Award is given to a former Board member that has demonstrated outstanding service to the club. She selected Lori Mountford for the honor. Toni gave a synopsis of the contributions and services provided by Lori during the time she has been a member of the club. Lori has served as the chair of the Women's League for many years. She helps paint the ice surface in the fall. She served as club treasurer for several years. She helps with timing and statistics when that skill is required at local bonspiels, national and international events. Lori has been a competitive curler at the highest levels as well as being quite involved with the day to day activities required to run a club. She has done an outstanding job developing the instructional league. Lori does all these things despite her tendency to avoid drawing any attention to herself or speaking in front of others. With the Board's approval, Toni will announce her choice to the members of the MCC at the Annual Meeting.

MOTION by Mike Fonger, Steve Schally second, to accept Toni's choice of Lori Mountford as the 2009 - 2010 recipient of the Cottrell Service Award. **Motion unanimously carried.**

Toni also recommended 6 club members for special recognition: Mark Hartman and Jeremy Roe, for their work putting on the US National Club Championships, Lori Karst for her efforts putting on the New Member Appreciation Dinner and

Dae Jahnke Mar 24, 11:41 AM Added Text
Dae Jahnke Today, 1:19 PM Added: Paragraph Break
Dae Jahnke Today, 1:19 PM Formatted: Label Types + Label Indents
Dae Jahnke Today, 1:19 PM Deleted: Paragraph Break
Dae Jahnke Mar 24, 4:27 PM Added Text
Dae Jahnke Mar 24, 4:27 PM Deleted: one
Dae Jahnke Mar 24, 4:27 PM Deleted: ; Ed Sheffield.
Dae Jahnke Mar 24, 4:27 PM Added Text
Dae Jahnke Mar 24, 4:28 PM Deleted: He is still very active in the club through ...
Dae Jahnke Mar 24, 4:28 PM Added Text
Dae Jahnke Mar 24, 4:28 PM Deleted: who
Dae Jahnke Mar 24, 4:28 PM Deleted: re
Dae Jahnke Mar 24, 4:28 PM Added Text

coordinating curling clinics, Carla Lynch and Paul Beebe for coordinating the UW Men's and Women's basketball program sales (a thankless task that generates a tremendous amount of revenue for the club and is greatly appreciated), and Dan Dettmers for his efforts getting the dehumidifier installed because without his research and presentations to the Board, no decision could have been made. These individuals and others will be recognized at the annual meeting for their outstanding service to the club and will be presented with certificates stating such at that time.

- c) **Capital Expense Projection Reports** - Toni Swandby had nothing new since the last Board meeting.
- d) **Life and Honorary Memberships** - Toni Swandby has received a nomination for Life or Honorary Membership and has forwarded the nomination to Randy Blumer, chair of the Awards Committee. Randy will convene the Service Awards Committee over the summer to consider the candidate.

The differences in the criteria for being nominated for a Life Membership and Honorary Membership are subtle, the main difference being the Honorary Member served on the Board of Directors.

6) Current Business

- a) **Vision Committee** - Larry Baeder stated that Janet Crnich and Tim Ebert will be taking over for him and Sandy Gordon. He said that Janet has given him the title Vision Committee Chair Emeritus.

The MCC Board of Directors went into Executive Closed Session

Agenda Continued following Closed Session

- ★ **US National Club Championships 2010 Recap** - Mark Hartman stated that he was very pleased with the results. It was a great week with high quality curling and exceptional volunteers that stepped up to the task. The Madison Curling Club has maintained its reputation as an outstanding host. Mark and Jeremy were blown away by the volunteer effort. There were some volunteers on hand every day of the event and he named Joel Dietz, Linda and Mike Fonger, Dae Jean Jahnke, and Ed Sheffield but was sure he had missed someone. The volunteers are what made the event such a success. It was a lot of work, more than anticipated, especially the work that went into marketing and sponsorships. They did not get as many sponsors as hoped but know now that many businesses plan their advertising and sponsorship budgets 18 months in advance.

Kellie Krake arrived at 6:00 P.M.

He received nothing but compliments from all the competitors regarding the ice conditions, the opening reception, the closing banquet, and the opportunity to socialize with their fellow athletes. In Kalamazoo, at the US National Championships, Kellie Krake heard comments from those who had watched the web cast and they were very complimentary of the club and the great job done putting on the event. Steve Schally mentioned that he tried to watch the web streaming of the events in Kalamazoo and they were having many technical problems. Toni Swandby also heard positive comments regarding the web cast of the events held in Madison and the ice conditions. She was told the ice conditions were as close to championship ice as is possible. And she was very proud of how well the MCC took care of the participants. Mark said that the Club Nationals is one of the few events where the camaraderie and sportsmanship aspects of the game are emphasized. Nineteen of the 20 teams spent time at the club after the games and twice teams had to be kicked out at midnight. However, that was good for bar and pizza sales.

Many people came to watch the games. The advertising campaign and the Olympics being televised had an impact on the number of people attending. The bleachers were full and, on the weekend, the overflow crowd was moved out to the ice house. It was hoped the ads would bring in more people though. Mike Fonger commented that from the bleachers both houses could not be seen. He suggested having a television showing both houses during the final events. He also suggested broadcasting the web streaming commentary throughout the club house. He felt that would help those not familiar with curling to understand what was going on.

The final financial numbers are not in yet but did match or exceed the money made at Mankato in 2008 (\$2,000) and Utica in 2009 (\$3,700). The MCC did pay for the closing banquet, unlike Utica where the participants were asked to buy their banquet meal, and had to pay for the ice maker, where other clubs use volunteers. The big money makers for this event were the raffle, the teams spending money at the bar, and admissions. Suggestions were made on the amounts by which to increase ticket prices for the Junior Nationals based on admission charged at other national events. The kitchen planned on breaking even but ended up making money. Apparel sales went well. The other event merchandise did not sell as well as hoped, especially the event pins.

Mike Fonger asked for an explanation of what happens to the entry fee paid by the teams. Mark told him that the \$250 paid by each team goes to the US Curling Association (USCA). The USCA uses the money to cover the costs of shipping the sensor handles and timing equipment, and to pay for the medals. The USCA

Dae Jahnke
Mar 24, 12:19 PM
Added Text

Dae Jahnke
Mar 24, 11:54 AM
Deleted: and does not expect
the club hosting to make ...

does not supplement the club for hosting the event nor do they expect any money from the club from he proceeds of the event. Profits are the club's to keep, losses are the club's to endure.

Toni commented that this event was our practice run before hosting the Junior Nationals. She thanked Mark for his efforts.

- b) **Nominating Committee** - Kellie Krake thanked everyone who solicited for candidates in her absence while she was working at the Olympics in Vancouver, B.C. The Nominating Committee recruited 6 candidates for the election to replace the 3 outgoing Board members. The candidates are Penny Clark, David Cobb, Adam Derringer, Paul Incha, Craig Lee, and Troy Mayne. They have been asked to contact Mary Ann Jerred so they can have their picture taken and write a brief statement for the Hogline.

MOTION by Mark Hartman, Janet Crnich second, to approve the slate of candidates as presented. **Motion unanimously carried.**

- c) **Rating Committee Report** - Tim Ebert told the Board that the trial period for the new rating system is almost up. Next year, the system will be moved to an on-line application to streamline the data entry and eliminate the paper. The men completed the forms about 80% of the time. The women either loved the system or hated it. More skips complied when they understood that the system will be used to give a more consistent rating and create better balanced teams. The Stevenson league stopped filling out the forms and Tim talked to the league captain about starting up again. The new system was not used for all leagues and the old system will be used to tie up loose ends. This was a trial period so it was slow to start but gained momentum. Tim will search for a good Google model that can be used to input and analyze the data for next season. He hopes to have this year's data processed and the year end meeting finished early so the ratings can be revealed at the Annual Meeting and teams can be formed over the summer.

Dae Jahnke
Mar 24, 11:30 AM
Added Text

Dae Jahnke
Mar 24, 11:30 AM
Deleted: i

- d) **Post Olympic Open House** - Larry Baeder informed the Board that Saturday was a great day. Laptop computers were set up by the admissions table so people could enter their e-mail addresses and phone numbers. He collected data from 590 people. Shoe slip cover booties were used to help cut down on shoe cleaning time and they were a great success. There were 3 volunteers at the shoe cleaning station and they were able to keep up with the influx of participants. The booties were also used as a substitute for sliders which kept people from having to find and share sliders in the ice house. As people arrived, they were sent to tables to form groups of 8. Mary Funk had the idea to use the wooden rocks to keep track of which table of people were next in line to go out on the ice. As groups went out on the ice, she would move the 1 rock to the table of the next group in line,

the 2 rock to the group on deck, etc. That made for a fantastic communication tool as it was easy for everyone to see who was next. Steve Schally keep things coordinated in the ice house. There were 12 instructors for the 12 slots (1 in each house on the 6 sheets). Steve worked hard to keep each instructor within their 30 minute training time allotment per group.

The income from the \$5 admission and \$2 bowl of chili came to \$3,206.25. (Larry was not sure where the 25 cents came from.) Toni Swandby said that several people gave her additional money before they left, commenting that the Open House was a bargain at just \$5. About \$170 was raised from the sale of club apparel, cookbooks, and US National Club Championship T-shirts and glasses.

There were several suggestions for ways to improve the next Open House. The price of chili could easily have been raised to \$3 a bowl and a \$1 per soda charge could have been imposed. A training session for instructors would be helpful to keep them to the 30 minute time limit and keep instruction consistent from group to group. An egg timer or alarm, at each house, set for 30 minutes would have helped keep the instructors on schedule. More volunteers were needed so they could take an occasional break.

The number of participants at this Post Olympic Open House was about 100 more than 4 years ago. Many people had seen the advertising for the US National Club Championships on bill boards and on television during the Olympic broadcast and that lead to their interest in attending the Open House. Mike Fraboni had mentioned that the phone at the club was ringing all week as people called to inquire about curling and Dae Jean Jahnke received many e-mails asking for more information about how to get started curling. It was suggested that we plan for another Open House after the club hosts the US National Junior Championships to take advantage of interest that will be created by the advertising for that event.

It is anticipated that about 20% of the 590 in attendance will sign up for leagues in the fall. Because of this level of interest, it is important for the Board to think about additional options for leagues. Some suggestions were to find ways to use the ice during the day, perhaps for college students, and to add another shift to Fridays and Sundays. It is also important that current members submit their intentions for the coming season early. That way the number of new members needed to fill empty slots in teams will be known sooner and the amount of additional ice time needed to accommodate all those interested can be coordinated in a timely manner. Having the ratings for next season available early will help make this happen. Also, allowing skips and shift captains to enter their team information on-line should make the process more efficient. With this in mind, Kellie Krake will contact Paul Beebe, who set up the on-line entry system for the

Dae Jahnke
Mar 24, 11:31 AM
Added Text

Dae Jahnke
Mar 24, 11:31 AM
Deleted: 2

Open House, and Bill Buckingham, who set up the on-line entry system for the ratings, about setting up an on-line entry system to list teams. Toni will discuss this at the Annual Meeting so that the members are aware at how important it will be to get your team information in early so that we can fill empty slots with new members and create additional leagues.

- e) **Cash Spiel Recap** - Mark Hartman is still waiting for the invoice from the World Curling Tour. He did give some preliminary numbers though. Each team pays a \$525 fee but since this is a cash spiel, most of that money is used to pay out cash prizes. Lori Mountford, the treasurer for the Cash Spiel, has sent \$700 to Jeff Sailor so far. A profit of about \$1,000 is expected. However, there were only 20 teams this year instead of 30. It was a tough year financially for everybody. The income from beer sales was \$1,965. Between 8 to 10 kegs were consumed over the course of the event at a cost of about \$90 each. The kitchen made about \$800 on food sales. The sponsor for the last few years, Korbel, pulled out at the last minute. The event was lucky that a new sponsor was found, by Scott Hamilton, Laphroaig Scotch Whiskey. Mark is hopeful that Laphroaig will continue to sponsor the event in the future.

Mark is thinking of making some changes for the next Cash Spiel. From the knowledge gained working with sponsors for the US National Club Championships, he plans to try and get a hotel to be an official sponsor of the event. This way, he may be able to get a cut for the club from the rooms sold at the hotel to curlers attending the event. He is also considering charging admission for the event.

7) New Business

- a) **Fund Raising - Solicitation/Outside Sales** - Janet Crnich has been talking to members about the possibility of setting up a Holiday Bazaar at the club. She has gotten a positive response to the idea. The club members who sell products through home parties would be approached first to see if they would be interested in participating. Then people from outside the club would be asked to participate, depending on the availability of space. The club would make money by selling space at the club at which the participant would set up their sample and catalog displays. She is looking for people that sell products such as kitchen ware, jewelry, household items, food, etc.
- b) **Change Bonspiel Budget Reporting** - Jeff Sailor feels to truly reflect the amount of money an event makes for the club, incidentals must be included in the expenses of the event balance sheet. This kind of reporting will also determine the best entry fee to charge for the bonspiel in order to cover all costs. Jeff will develop a skeleton balance sheet to give to the event chairs that would include

things like the average cost of utilities for a day and ice maintenance expenses. Inventory of beer, soda, and kitchen items would need to be done before and after the bonspiel. There would be a little more work on the part of the event committee but most of these changes mean more work for Jeff. There would be a distinction between those bonspiels that the MCC hosts for its members and open bonspiels. There would also be an accounting of donations made by the MCC such as expenses the MCC pays to host the Curl vs. Cancer bonspiel since all proceeds from that bonspiel go to the UW Carbone Cancer Center.

Dae Jahnke Mar 24, 11:46 AM Added Text
Dae Jahnke Mar 24, 11:45 AM Deleted: Toni
Dae Jahnke Mar 24, 11:45 AM Added Text
Dae Jahnke Mar 24, 11:47 AM Deleted: , from companies wanting to do team builders...
Dae Jahnke Mar 24, 11:47 AM Added Text
Dae Jahnke Mar 24, 11:32 AM Deleted: c
Dae Jahnke Mar 24, 11:32 AM Added Text
Dae Jahnke Mar 24, 11:32 AM Deleted: n

- c) **Technical Committee** - Toni Swandby had no news as the members of the technical committee were either busy with the US National Club Championships or were out of town. She will set up a meeting of the committee soon.
- d) **Club Calendar, 2010 - 2011/Summer Rentals** - Mark Hartman reported that 12 weekends, including all of May, are already filled. Our new rental agent is doing a good job. Her husband, Bill Neindorf has also been hired to clean the club house on occasion.
- e) **Corporate Team Building Events** - Toni Swandby feels the club can make money offering curling as a team building event. The St. Paul Curling Club offers team building and has reported making as much as \$60,000 from such events. Kettle Moraine makes about \$6,000 from this type of event. Our rental agent, Carolyn, received 6 requests during the Olympics and the US National Club Championships from companies wanting to do team builders at the curling club. So, she knows there is an interest for this kind of activity. Toni talked to Mary Pat Shandor, one of the US National Club Championship officials, about this. During their conversation, Mary suggested using the shoe slip cover booties, which were used successfully at the Open House. A Team Building event would be simple to run. Instead of teaching the usual mechanics of the proper delivery to a potential new curler, a safe delivery would be taught, along with basic sweeping and how to keep score. The emphasis of this kind of event would be on teamwork. Teams would clean their own shoes. They would have to work together during the game to figure out how to communicate and determine each others strength for the best results. A minimal number of club members would need to be involvement; perhaps 1 or 2 members at each end of the sheet to answer questions and make suggestions. These volunteers might also clean the club house in the morning while Mike Fraboni works on the ice so that everything would be ready when the group arrives.

Our rental agent, Carolyn, feels we could charge \$30 to \$40 dollars per person. She would like to see a contract developed specifically for a team building event Mike Fonger thought that catering could be offered as well, for a meeting or a lunch, at an additional cost per person. A cleaning fee could be added to the

contract also. The Board was in favor of offering this kind of activity. Toni will move forward researching the feasibility of this idea.

f) **Gift Acceptance Policy** - Richard Berling sent an e-mail to the Board with the gift acceptance policy draft attached but was not present to discuss the policy.

8) **Adjournment - MOTION** by Mike Fonger, Janet Crnich second, to adjourn.
Motion unanimously carried. Adjournment at 7:10 P.M.

Submitted by Dae Jean Jahnke, Secretary