



**The Board of Directors of  
The Potomac Curling Club of the National Capital Area, Inc.  
MINUTES: Season 2009-10 Meeting 2  
July 9, 2009 7:15 p.m. Warm Room**

**Board Members Present:**

Susan Armiger  
Rachel Beyerle  
Ann Drummie  
Jeff Erickson  
Sandra McMakin  
Emily Morris  
George Shirk  
Richard Warner  
Ken Wray

**Board Members Not Present:** Bruce Black, Richard Chin

**Members Attending:** John Hale

- 1) **Call to order**  
7:15 p.m. *Drummie*
  
- 2) **Approve minutes of June 9, 2009 Meeting** *Beyerle*  
Motion – Emily Morris  
Second - Richard Warner  
Vote – Approved
  
- 3) **Financial Report** *Armiger, Warner, Erickson*  
Susan Armiger provided a June 30 report on the budget and answered questions.  
The first aid course did not cost the club.  
There are still some outstanding receipts that need to be submitted.  
All curling events made a profit.  
The June 30 bank statements have been received so the first page needs to be updated.  
Donations were down in FY '09.  
Equipment expenses were higher in FY '09. There were \$5,000 more in expenses than projected due to electrical and chiller repair.  
All invoices are needed by July 15<sup>th</sup> to close out FY '09.  
Armiger will put out a balance sheet for taxes. Charlie Jennings and Rich Warner will complete the tax work. An inventory is kept on liquor.  
Harvey Chalmers needs to provide inventory figures on the pro shop.  
The goal is to complete taxes by September. Rich Warner will review last year's taxes.  
The signature letter needs to go to Sandy Springs Bank.
  
- 4) **Updates**  
a) Budget *Erickson*  
Jeff Erickson handed out a draft budget format for Board discussion.

Susan Armiger stated that she gives a report to event chairs on expenses vs. revenue after each event.

Approximately half the budget is from membership dues, and the figure looked low for 2008-09. Sandra McMakin commented that membership was down about 20 people last season.

Sandra McMakin commented that the club has never set a target for membership. The Olympics could help bring in additional revenue for a few weeks.

Ann Drummie commented that over the last 3 to 5 years we have hit the budget target, though perhaps with little integrated planning effort.

Rich Warner commented that there is a \$50,000 CD that is set aside as an emergency fund.

Ann Drummie stated that part of fiscal responsibility is to continue to build a reserve, so a zero balance budget is a risk.

The next steps for the budget are to break down the percentage of expenses.

It will be useful to have a pie chart of where membership fees go in terms of type of budget activity.

Sandra McMakin posed the question as to whether additional gradual grades of membership should be considered in place of the jump from first year to full membership fee.

Should the payment plan be better advertized?

George Shirk stated that some items can be increased for income.

Open houses and Learn to Curls can be increased.

The Pro Shop can stock up and push merchandise.

Ken Wray will review the locker fee schedule for a potential increase.

Ann Drummie stated that Bob Pursell is looking to increase the rental fee and will try to place most rentals before the Olympics.

Susan Armiger suggested that the Board needs to be careful about targeting increases toward any particular account.

Ann Drummie requested that Jeff prepare a 2<sup>nd</sup> draft of the budget with FY '09 actual figures when they are available and would also like to see an estimate on how addition of Olympic members may affect the budget.

Jeff Erickson suggested separating pro shop revenue from logo revenue.

Jeff Erickson and Rachel Beyerle will work with the Membership committee to draft a dues structure and will consider a graduated scale and an Olympic dues fee.

George Shirk and Ken Wray will determine other categories that can be increased.

b) Advertising

*Hale*

John Hale reported that 13 people have volunteered to contact potential advertisers. Advertisers need to commit by September 1. This is especially important for ice logos. It is expected that if advertisers commit, they will commit close to the deadline.

c) Early Ice Proposal

*McMakin*

Sandra McMakin reported that there is no longer money for early ice. The USCA has decided to send money directly to those clubs that are home clubs of Olympic team members.

Nutmeg would still like early ice for a technician's clinic. In addition, Nutmeg will open up the ice to the region for practice.

There is still potential for Potomac ice to host a skills clinic. Two weeks of extra ice would be approximately \$2,000.

There was an open discussion of whether to pursue early ice. Ann Drummie suggested that a skills clinic could be held after the Inaugural.

The Board decided not to pursue early ice.

d) Leagues

*Morris, Erickson*

Emily Morris reported that the Leagues Committee met on July 8<sup>th</sup>.

Thursday night – there is interest in setting up an individual registration system for drop-ins and for those who need practice ice.

Tuesday night – Dawn Findlay is still determining whether to do a training type of approach to Women's League

Tip of the Week – Has been recommended and will be read during announcements before games

TGIF League – Jeff Erickson has submitted a short session Olympic proposal

Jeff Erickson commented that members attending the leagues meeting did not comment much on the training aspect in leagues and seem to view leagues as separate from the club.

George Shirk stated that perhaps a week could be set aside at leagues for training and for curlers to ask and answer questions.

Emily Morris commented that the league coordinators can be asked to provide the guidelines for their leagues for Board review. Ann Drummie commented that if that is done, then some conditions of play are written down.

Jeff Erickson said there was a discussion of 5 and under teams and whether they should be allowed in Men's League. Jeff Erickson said that a shift of some 5 and Under teams to Fridays would be okay.

Emily Morris said that Bob Pursell will coordinate Men's League.

Henrique Kempenich and Justin Walker will coordinate Pizza League. All other leagues remain the same.

e) Club Development

*McMakin, Chin*

Sandra McMakin reported that the club development discussion has centered on how training can help leagues. Suggestions include a tip of the week and announcements prior to league games. Instead of separate clinics the suggestion is to have a 3 to 4 night or Saturday skills camp. The camp would include stations on the ice and in the warm room. A camp will require 8 to 9 instructors. Curlers will be requested to book in advance or the clinic will be cancelled.

Skip's Meeting – A skip's meeting is recommended to talk with skips about how to help curlers during a game. It may be possible for Vices and Skips to talk about the tip of the week at the table. Sandra McMakin reported that there will be a refresher training for those who have taken an instructor's clinic.

f) Bonspiels

*Warner*

Rich Warner stated that chairs are needed for the Inaugural and the Cherry Blossom. Past chairs were Rachel Treesh and Michael Fry respectively. Jeff Erickson recommended that Inaugural information be posted at top center of the club Web site home page.

Nominating Committee

*Pelletier, Shirk*

George Shirk reported the nominating committee sent out an email survey about the election and nomination process. The survey closes July 18<sup>th</sup>. The nominating committee will meet between now and the next Board meeting. A report will be provided to the Board at its August meeting.

g) Policies/Procedures

*Drummie*

Ann Drummie, Sandra McMakin, and Howard Griffin met to explore internet office software. It is recommended that the cyber office cover six key functions:

- Member profiles
- Live document editing
- E-commerce, dues payment, fee payment
- Scheduling and registration
- General bulletin board
- Archive for documents

Ann Drummie said that at this point they are not sure if all six functions are available in the same product. Sandra McMakin commented that they have looked into weboffice.com, and there is a cost for some sites. Compete At has a number of management functions for E-commerce and profiling with a cost of \$2 per member per year. A budget placeholder of \$2,000 has been set as a maximum estimate for cyber office software.

h) First Aid course follow-up

*Shirk*

There were 22 participants in the first aid class. The course was 2.5-3 hours covering the basics of emergency first response. George Shirk asked Chuck Skinner for the must-have items Potomac should have in a first aid kit. The Board discussed making more grippers available. Shirk recommended considering step-on sliders. Drummie requested setting a date to inventory grippers and sliders so that an order can be made.

i) Golf Outing follow-up

*Warner*

Richard Warner reported that the outing was a good event. Sean Murray, KC McGrath, Jeremy Singer, and Brian Parsons won first place. Attendance was down from previous years. Dominique Banville and Ed McCulskey hosted the party afterwards.

**5) Other Business**

There is a work day scheduled for July 11<sup>th</sup> at 8:00 a.m. Goals include: painting walls, club broom cleaning, inspect dehumidifier socks, clean sump tank, clean seats and couches, and cleaning exterior door by Sheet A. Two emergency lights have been installed at the far end of the ice shed.

The Board discussed the need for understanding taxation protocols (i.e. possible taxes on bonspiel fees, merchandising items, and the pro shop). Richard Warner will continue the current effort by talking with additional lawyers.

Jeff Erickson requested information on Web site posting protocols.

Rachel Beyerle reported that she and Emily Morris met to discuss internal events.

George Shirk stressed the importance of setting up volunteers for open houses. George has talked with Rebecca Baxter about teaching people how to present club information and “close” with new or potential members.

John Hale asked if there is any follow-up with Thursday and Saturday drop-in curlers.

Ann Drummie suggested that a plan be developed for collecting names and email addresses from drop-in curlers.

Ann Drummie recommended setting a time to meet to set up a plan for open houses

The next Board meeting agenda should include a report on dates for open houses.

**6) Next Meeting**

Thursday, August 13, 2009 7:15 p.m.

9:40 p.m.