

Route 66 Bridge Club

4-Dec-2019 Board Meeting #4

Start time: 2:35 pm

End time: 4:45

Notes by Mary Heinking

Board Members Present

President: Phil Wilner

Club Manager:

Secretary/Treasurer: Mary Heinking

Publicity/New Members: Carol Gammell

Facility: Ron Crowell

Advisor:

Guests Present: None

Board Members Absent

James Tyner

Bob Hanson

1.0 Roll Call/Approval of Meeting Minutes

Four Board members were in attendance.

The meeting minutes of 20-Nov-2019 (Board Meeting #3) were approved without further additions, deletions, or changes. Prior to this meeting, Mary fixed a typo identified by Bob Hanson and combined the two attachments into one as the logo was on the final version of the vision statement approved at the 20-Nov meeting.

2.0 President's Report

New Board Member

Bob Hanson graciously accepted Phil's invite to join our Board as a non voting advisor. Unfortunately, Bob was unable to attend today's meeting due to a prior commitment.

Donors/Pledge Packet

Phil created additional pledge packages with the updated Operating Budget created by Mary and handed them out.

On 2-Dec, Phil and Mary met with Raymond James and the new club now has a brokerage account set up so that donors can contribute stock which may have a low cost basis. The instructions on how to do this have been added to the pledge packet.

To date we have received pledges or promises of same for \$54.775K or 73% of our goal. Mary has been posting an updated tracking thermometer every week on the Club Bulletin Board.

Mary sent Phil a list of donations received to date so that Phil can send thank you letters. The file is not 100% complete as many people donated cash while the Studio was being spruced up before the Sep-2019 NLM tournament and in the exuberance and haste of getting everything ready, not every name was written down. Mary worked with Cindy Wilcox to create as accurate an accounting as possible and Cindy provided all of her receipts to Mary. Phil asked Carol to create a sample thank you letter to be used as a template.

Action Item: Carol to create a sample thank you letter to be used as a template

Action Item: Phil to send out thank you letters to those who donated labor and material.

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5-Dec-2019 Fund Raiser and Pre Meeting

We believe we have 16 tables signed up.

The pre meeting from 3 to 5 pm has been publicized. There is no set presentation but the Board will be available to answer questions and to take ideas and suggestions. Ron assembled our mobile white board and this will be used to document any ideas received.

Mary will summarize the ideas and these will be discussed at our next Board meeting.

There is no way to attach the suggestion box.

As James has been ill, no email blast was sent out to promote the fundraiser.

The new table and 4 chairs were assembled and put out for display/use in the playing area but these have received mixed reviews.

Action Item: Mary to create a sign up sheet for prepaid tickets. We are hoping players sign up and pay for these in December to help our cash flow. .

Action Item: Mary to type up our proposed and DRAFT game schedule for player comment and review at the fundraiser.

Action Item: Mary to update the priority list for fundraising and have available for donors to review at the fundraiser.

Action Item: Mary to have copies of the EasyBridge 1 book available at the fundraiser.

Action Item: Mary to type up the ideas and suggestions received at the pre meeting.

Logo/Vision Statement

Ron emailed out the logo to all Board members. Phil asked that Ron resend the file to his administrative assistant. Cathy will then work on our stationary.

Action Item: Ron to resend the logo file to Phil's admin, Cathy.

Action Item: Cathy to create stationary (letterhead and business card)

Carol and Mary hired a graphic designer for our EasyBridge flyer; the designer is creating our logo and highway graphic in SVG format. Mary and Carol have been reviewing the design and it is final except for one detail (the color and format of our street address under the highway graphic).

Action Item: after Mary and Carol approve the final flyer design, Mary to send a pdf of it to Phil for color copying. The flyers will then be passed out at the Studio and Carol will develop a plan for further distribution.

Action Item: after the graphic designer finishes the SVG files (logo and highway graphic), Mary will send to Ron.

3.0 Club Manager's Report

James has been ill since before our last Board meeting and minimal progress has been made on the items below. The rest of the Board is looking at how to advance these items in the meantime.

Game Schedule

Mary already has the action item to create a draft game schedule and post at the Fund Raiser.

ACBL Sanctions

If James is not well soon, Mary will contact ACBL Club Services and apply for our sanctions.

Directors

Action Item: James to identify which games he wants to direct and to line up directors for the remaining games. Most of the current directors are expected to return.

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Website

If James is not well soon, Mary will reserve both domain names and see about hiring a designer for the website. Work on our FaceBook page will be postponed until 2020.

Action Item: James to reserve both domain names.

Action Item: James to develop website structure for review with the Board.

Action Item: James to see what is needed to create a FaceBook group page (in 2020).

Action Item: James to make recommendation as to website hosting, e.g. bridgewebs, etc.

Printing of Pre Paid Tickets

Mary already has the action item to create a sign up sheet. If James is not well soon, Ron will look at printing the actual pre paid game tickets.

Policies and Procedures

Mary has started development of a short procedures manual.

Action Item: James to work with Mary to complete the short manual.

EasyBridge

Mary distributed all of the EasyBridge materials to all of the presenters. Mary became certified on 3-Dec and sent out information on the actual process to the other presenters.

Action Item: Mary to set up detailed schedule as to who presents each week.

Action Item: Mary to follow up and confirm the certification of the other (5) presenters.

Action Item: Mary to figure out refreshments.

Action Item: Mary to figure out "props" e.g. writing surface for presenters to use, name badges, etc. Ron volunteered to help with the name badges.

Action Item: Mary to get ACBL application forms as we want to encourage membership.

Action Item: see below for Marketing/Advertising action items.

4.0 Secretary/Treasurer's Report

Legal Update

Mary and Phil met with the accountants on 2-Dec and received guidance as to how to create the financial statements for 2019 and 2020 (these are required attachments for the F1023). Mary has a significant amount of work to do to categorize all of the donated materials into the various expense and fixed assets categories (the latter for depreciation). Mary is targeting completion of F1023 paperwork by 8-Dec. At this meeting, Mary distributed copies of the F1023 narrative to the Board for their review; the narrative is required supplemental information to the F1023 form itself. Mary would like to send the completed F1023 package to the lawyer no later than Tuesday, 10-Dec. It is critical that the application be sent to the IRS in 2019.

At this meeting, Mary handed out conflict of interest disclosure statements for each Board member to sign (after having carefully reviewed Article VIII of the bylaws to confirm whether or not any conflicts exist). This will be an annual occurrence.

Action Item: Mary to complete pro forma financial statements for 2019, 2020, and 2021.

Action Item: Board members to provide comments on the F1023 narrative to Mary by 7-Dec-2019.

Action Item: Mary to send the completed F1023 package to our lawyer for submission to the IRS.

Action Item: all Board members to fill out and sign the 2019 conflict of interest disclosure statement provided to them by Mary.

File Structure/Retention

Mary set up all of our files; they are currently in a single desk drawer in the office. However, we are nearly out of room and need to purchase a file cabinet. As the file drawer does not have a lock, all confidential information will be kept off premises for now.

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Accounting/Treasurer's Report

We currently have \$8408 in our checking account. Mary distributed copies of showing the details of all bank transactions to date (Mary checks our account daily).

After completion of the F1023 package, Mary will enter our accounting transactions into Quicken. Mary did some research on various free or nearly free accounting programs and believes this would work well at zero cost.

Action Item: Mary to develop template for Treasurer's Report to present at the next Board meeting. This will include our accounting detail to date.

Contract with Club Manager

Mary printed out two copies of the formal contract; Phil has signed on behalf of the club. Both originals are with James for signature.

Action Item: James to sign both copies of the contract and return one to Mary for the club files.

Renovation Plan

Mary called BridgeMate US this morning and relayed her findings to the Board. The Bridge Studio purchased 23 BridgeMate II units in Sep-2016; the warranty expired in Sep-2018. We believe the current number of Bridge Mate II units at the Studio is 20: 17 functional and 3 not working. The cost to repair each Bridge Mate II is \$15 plus the cost of any replacement parts. The cost for a new Bridge Mate II is \$140 (BridgeMate US is giving us the quantity discount based on units already purchased by the Studio). There are no issues with server capacity. While there are inexpensive refurbished units available, these are BridgeMate Pro units and not BridgeMate II units. The major difference is that the board number for each round must be manually entered by every table with Bridge Mate Pro. The Board agreed that we want to standardize on Bridge Mate II units. The Board unanimously approved the motion to: send the 3 broken units to BridgeMate US for repair and to purchase (5) new units. This will give us 25 functional BridgeMate II units and match the number of tables and chairs we hope to set up.

Action Item: Mary to retrieve the (3) broken BridgeMates from James and send to BridgeMate US for repair and order (5) new units.

Mary previously developed a priority list for our startup budget. Based on the money pledged to date, we have sufficient funds to get the non profit established, purchase new chairs, remodel the bathroom, and complete about half of the electrical remodel. Player comments on the chairs were discussed. Some loved the chairs; others thought they were too big or too tall. Mary noted that she, Cindy Wilcox, and Peggy Gaffke had visited multiple office supply stores and checked out dozens of options in October. The options were limited given that we needed to keep the cost under \$80 per chair. The 3 women reached consensus on the selected chair before the (4) chairs were purchased and assembled last week. Mary also noted that she had visited multiple furniture stores in Tulsa and restaurant supply stores in Seattle (while out there visiting her daughter) but that she didn't find any good options that fit within our budget. Phil noted that there was widespread consensus that the players preferred the chairs at Fun & Games in OKC. Phil and Ron also noted that Jack Lindley may be able to get us a good deal on suitable chairs.

Action Item: Mary to follow up with Jack Lindley on chairs to see if he has a better option than the F&G chair.

After completion of the F1023 paperwork, Mary will work with Ron to develop a detailed scope of work and schedule for the reno work. Ron also suggested that we get input from Bill Stoskopf on ADA compliance to make sure that we have a suitable design.

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Transition with Studio for Utilities and Insurance

Mary arranged for electricity with PSO and natural gas with ONG effective 1-Jan-2020. Refundable deposits have been made. ONG also required a non refundable transfer fee. Mary is waiting on James to confirm his preferences for a cell phone before calling AT&T to transfer the land line and wifi to the new club. Mary met with the Studio's current insurance broker on 2-Dec. Mary is expecting quotes for facility insurance and director insurance by 9-Dec. The facility insurance is a lease requirement and is fairly inexpensive. Mary will present the details on director insurance to the Board along with a recommendation at the next meeting but such insurance is typical for a non profit organization.

5.0 Publicity/New Member Report

Advertising

At this meeting, the Board reviewed and signed off on our ad for Life Vintage magazine. Given the response from the news article published on 2-Dec in the Tulsa World, the Board agreed to hold off purchasing any additional newspaper advertising until after we see the results from our Life Vintage ad and from the EasyBridge flyers which we will be distributing shortly. We can reassess our publicity campaign in mid January.

Mary also noted that the fine print in the ACBL Cooperative Ad Program restricts us not to \$500 per ad (50% of the cost up to \$500), but to \$500 per ad campaign for any one time event/program. This means that we will have already used up our entire reimbursement for the Feb-2020 EasyBridge program on the Life Vintage ad.

Carol also passed out copies of the draft Life Vintage Noteworthy article (which will run at zero cost in the Jan issue); this was approved by the Board.

Carol has been receiving calls on almost a non stop basis since the Tulsa World article published on 2-Dec (more than 20 calls received to date). Carol has created a list of names and contact details along with a brief description of their interest. There is a wide range of interest including EasyBridge, just playing, and those who are still not sure. Some readers of the article have even stopped by the facility. The article originated when Steve Mancino sat next to a Tulsa World photographer on the bus and invited him to visit. The photographer took a number of pictures. Carol then used her contacts at the Tulsa World to convince them that we were a story worth covering. She spent hours on the phone being interviewed and providing additional information. Carol was able to morph a 1 photo/1" brief new item into a major good news story containing 5 photographs spanning two pages. A copy of the article is posted on our Club Bulletin Board.

Action Item: Carol to create a sheet for the club to be available near the phone. Those who answer the phone can give out a little bit of information and note the caller's name, phone number, and email address so that Carol can follow up.

Exterior Signage

Carol is still waiting to hear back from the property management company on the number of free exterior signs we can use on the shopping center marquees. Carol has reached out for pricing from the company that installs the signs for this center.

The Board unanimously approved an expenditure of \$1000 for vinyl signs (one with our logo and one that reads "Welcome Bridge Players").

Action Item: Carol to follow up on marquee signage.

Action Item: Ron to confirm that we can attach these vinyl signs to the exterior of our space.

Action Item: Ron to take exact measurements and to order both vinyl sides if approved by the property management company.

New Member Plan

Carol will work on this after the implementation of the Marketing Plan.

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6.0 Facility Report

Storage/Removal of Old Items/Improved Organization for New Club

Right now, Greg Burton is still fairly certain that there will be no game on 31-Dec. If there is no game, it would be a good time to get the Route 66 Bridge Club ready for operation on 1-Jan-2020 in terms of organizing our storage areas and making sure everything is set up.
Action Item: Ron Crowell to arrange for 31-Dec organization/cleanup (Ron, Mary, and James and possibly others). This effort may start on 30-Dec. Ron wants to make sure that Greg has removed all of the property he wants to keep before anything is thrown away.

Supplies

Using a first pass developed by Mary, Ron expanded upon the supply checklist. A white board was installed in the office so that the directors can note any needed supplies. Ron will need to make at least one and likely several trips to purchase our initial supplies as the Studio is not going to be purchasing anything but the bare minimum between now and the end of the year.

Action Item: Ron Crowell to complete inventory and develop detailed shopping list.

Action Item: Ron to purchase our initial supplies.

Maintenance

Ron met with Greg Burton to review maintenance needs and location of physical plant (e.g. HVAC filters). Ron would still like to get invoices or more details as to who and how often various maintenance is done. Ron also noted that he needs to figure out how to handle any ice storms in terms of entrance to our space.

Action Item: Ron to figure out how to request volunteer help to continue the effort of tidying up the facility between visits from our cleaning lady (Wed for bathrooms and Sat for entire facility).

Action Item: Ron to confirm cleaning details with Beverly e.g. provision of cleaning supplies, method of payment, etc.

7.0 New Business

Review of Steps to Get Ready for 1-Jan-2020

This was very briefly reviewed to make sure that everyone understands what needs to happen in the next 4 weeks. There is a lot to accomplish in a short amount of time.

Broken Arrow Bridge Club

Harvey has not contacted Phil or Mary since Mary originally reached out after learning that the BA group will no longer be playing at the BA Senior Center starting 1-Jan-2020. We understand that the BA group will be playing at a church in Broken Arrow. IF the BA group wishes to utilize any of our facilities, the action will be with their group to create a written proposal for the Route 66 Bridge Club Board to consider and formally vote on.

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Email Database and Mailing System

While talking on the phone with Ed Scanlon (ACBL contact for EasyBridge), Ed talked about issues with sending out email blasts (part of the EasyBridge program involves sending out reminders to attendees and emailing out newsletters). Ed suggested that we consider signing up with a service such as Constant Contact. This will make sure that we are in compliance with government regulations and that our emails don't get flagged and stopped by the email provider (e.g. google). The latter is the more significant issue. Ed said that he spends about \$125 per month on Constant Contact (but his mailing list is considerably larger than ours is). We don't have that kind of money to spend but we do need to be promoting our club via email. Mary did some follow up research. This included talking with her nephew who works in marketing and who is conversant with social media analytics and CRM systems. The possibility of having regular email blasts shut down is real. There are a number of federal rules contained in the FTC's CAN SPAM regulations. We can sign up to use MailChimp for free. We likely don't need the advanced capabilities of a system such as Active Campaign which allows for further customer segmentation and automated followup but which can be challenging to master. Ed suggested that we have a volunteer manage our email data base and learn how to use whatever system we implement. We agreed that Ted Meyer might be a good person to handle this for the club. Current thinking is to mail out a monthly calendar/newsletter and then the weekly EasyBridge email.
Action Item: Phil Wilner to talk with Ted about this.

Grand Opening Party

This will be discussed at our next meeting.

8.0 Next Meeting

Our next meeting (meeting #5) will be in two weeks on Wednesday, 18-Dec-2019, after the game (Board meeting start time around 230 pm).

Mary will develop an agenda in advance of the meeting and review with Phil.

9.0 List of Meeting Minute Attachments

Attachment 1: Steps to Opening