

Route 66 Bridge Club

6-Nov-2019 Board Meeting #2

Start time: 2:35 pm	End time: 4:50 pm	Notes by Mary Heinking
Board Members Present		Board Members Absent
President: Phil Wilner		
Club Manager: James Tyner (had to leave early)		
Secretary/Treasurer: Mary Heinking		
Publicity/New Members: Carol Gammell		
Facility: Ron Crowell		
Guests Present: None		

1.0 Roll Call/Approval of Meeting Minutes

All (5) Board members were in attendance.
 The meeting minutes of 26-Oct-2019 (Board Meeting #1) were approved without additions, deletions, or changes.
 The meeting minute format was approved and will be used going forward.

2.0 President's Report

Donors/Pledge Packet

Phil passed out a draft donor/pledge packet. The draft of the letter was reviewed in detail at the meeting and numerous edits were suggested. Phil plans to hand out about (50) packets in person and to track each packet by number.
 It was agreed that it would be good to track progress towards our goal of raising \$75K.
 Action Item: Phil to update letter.
 Action Item: Mary to update Startup Budget to add comment that this is predicated upon receiving sufficient pledges in support of this plan.
 Action Item: Mary to update Operating Budget to add comment that game pricing is still under development and that we are looking at how to structure.
 Action Item: Mary to buy additional pocket folders for our pledge packets.
 Action Item: Phil to send out updated package to Board members for final review.
 Action Item: Mary to create tracking thermometer to post on the Club Bulletin Board.

5-Dec-2019 Fund Raiser

Phil developed a draft flyer and put out copies at the Studio.
 Greg Burton will be providing the pizza. Peggy Gaffke is organizing salad.
 James Tyner will be the director.
 At this meeting it was agreed that we would add a pre-meeting from 3 pm to 5 pm at which players are invited to provide suggestions and input about the club. After all, this is the players' club and not one which belongs to the Board or any specific members. We want player input into club operations. It will be especially helpful to hear about experiences at other clubs in terms of things we might want to adopt. The meeting will be to gather ideas and information, not to make decisions.
 Action Item: Phil to update current flyer to add information about pre meeting.
 Action Item: At the 5-Dec pre-meeting, Mary will compile the suggestions/input and these will be reviewed by the Board in December.

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Legal Update

We have had communications with our lawyer. While he wants us to pursue 501 c 4 status, other bridge clubs have obtained 501 c 3 status and this is the way we wish to proceed. This will enable players to make qualified charitable contributions from their IRAs after age 70 ½.

Mary is working on all the documentation required for completion of Form F1023 for the IRS. There are a significant number of items to be generated/put in place including development of budgets for 2019, 2020, and 2021 as well as approval of bylaws with robust conflict of interest language, functional website, etc. There is a hard deadline for completion (9-Dec-2019). Along with fundraising, this is our top priority as a Board. While we have non profit status from our incorporation, this is to achieve tax exempt status which will allow tax deductible contributions. After Mary finishes key portions of the narrative and supporting documentation, she will send them out to the entire Board for review.

Action Item: Mary to send out key documentation from IRS submission to Board members for review and comment.

Lease Update

Phil Wilner, Mary Heinking, and Greg Burton met with Bob Reppe to review interpretation of various lease clauses. It was a good meeting. Mary wrote up detailed notes and Bob Reppe confirmed the accuracy of the notes and his acceptance of them via email. This was the last barrier to Greg's signing of the lease renewal. This is for a 3 year lease (we will have 2 ½ years remaining when the lease is assigned to us effective 1-Jan-2020). Phil will sign the assignment letter on behalf of the club. The lease already included 3 months of free rent (but not common area maintenance charges) for Jan, Feb, and March of 2020.

Vision Statement

Prior to the meeting, Mary emailed out the vision statement which she drafted based on discussion at Board Meeting #1. The updated vision statement was reviewed at this meeting.

Action Item: Mary to update vision statement with comments from this meeting and send out to the Board for final review prior to formal adoption at Board Meeting #3.

Logo

Prior to the meeting, Ron Crowell developed several dozen ideas for our logo and emailed them out to the Board. Even more possible designs were reviewed at this meeting. The Board agreed to a logo:

- Without the actual Route 66 icon

- With the 4 suits shown horizontally

- Without any kind of border

- With the words "Route 66" above the 4 suits and the words "Bridge Club" below the 4 suits.

- The words "Bridge Club" should be emphasized.

- We will use a red and black theme to mimic our interior design.

Carol noted that we want a logo which can be scaled (i.e. made larger or smaller).

Carol noted that we need to make sure that all communication includes our logo (e.g. business cards, flyers, stationary, website, pre paid tickets, etc.)

Action Item: Ron will take the comments from this meeting and create a few new designs for Board review and approval on 20-Nov-2019.

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3.0 Club Manager's Report

Game Schedule

James has been working on a game schedule. The plan is for the new schedule to become effective 1-Mar-2020, thus giving our players time to adjust appointments, etc, and for us to have a few months actual operating experience before making any changes. James' current thinking:

Mon: no changes to Barbara Holloway's game.

Eventually James would like to add a 0 -299 game in this time slot.

Mon: keep the current evening sanction. James will need to find a director. Same time and MP limits.

Tues: move current game to a noon start and see how it works out. This will allow the morning to be used for a new weekly intermediate group class to promote our educational program. Same MP limits.

Wed: no changes to Barbara Holloway's game in terms of start time, luncheon, MP limits. This is our largest weekly game.

Thur: James will poll his current players to see if they want to move the start time from 11 am to noon. Same MP limits. James plans to keep his current class before the game. This is targeted at advanced beginners/intermediate players.

Thur: we will use an evening sanction for Unit 158 (part of the current contract between the Studio and Unit 158)

Fri: keep the game the same (time and MP limits)

Sat: add sanction for game to be held 1-2 times per month

Sat: at week 5, EasyBridge transitions into a 0 to 5 game (end of Feb-2020). It will use Bridge + and a sanction is not required.

Sun: no changes to Ted's game

There will be a 2nd sanction for Unit 158.

Additional sanctions can be solicited any time from the ACBL. There is a flat fee of \$11.50 per sanction per year plus a cost per table per game.

Action Item: James to post an updated and DRAFT schedule on the Bulletin Board for players to review prior to the 5-Dec-2019 fundraiser.

ACBL Sanctions

James has not contacted the ACBL yet but will do so in the next 2 weeks.

Action Item: James to contact the ACBL and let them know of the upcoming changes in Tulsa. He will confirm the details for our information to be included under the club section of the ACBL website and the start date

Website

James has confirmed that the domain names for Route66BridgeClub.com and dot org are both available. He also confirmed the cost which will be lower for year 1 than succeeding years. He will reserve both domain names. Before we submit our paperwork to the IRS we will need to have a website which is populated with some real content.

James has been thinking about what to include on the website and its structure. Before the meeting, he sent out a suggestion that we feature 2 interviews each month: one with a long time player and one with a relatively new player. The entire Board loved the idea. Carol Gammell volunteered to conduct all the interviews and write them up. We will also post them on the Club Bulletin Board. The website will include our game schedule, calendar, special games, educational programs, bylaws, etc. Mary noted that the ACBL also offers some free content which can be used. It was agreed that our website needs to point users to our (yet to be created) Facebook page. Mary noted that the ACBL is making changes to the administration of the pianola tool effective 1-Jan-2020. Mary and Peggy have a call scheduled with the pianola team on 7-Nov-2019. This is important because we had planned to use pianola for our club website.

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

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EasyBridge

Mary Heinking noted that the following individuals have volunteered to become certified EasyBridge instructors: Sandie Bailey, Carol Gammell, Barbara Gardner, and Mary Heinking. James Tyner, head of our educational program, would also become certified. Carol noted that Peggy Gaffke is also interested in becoming certified and in teaching.

Mary has been in contact with Ed Scanlon about the certification cost and process (this was a follow up to initial discussions held in Sep-2019). Ed is going to give us a reduced rate for certification of multiple teachers; certification is a one time cost per teacher without additional annual costs to renew (unlike many other teacher certification programs). Mary recommended that the club pay for: certification for (6) teachers, purchase of workshop #1 materials (EasyBridge 1), and purchase of 40 manuals (a mix of EasyBridge 1 manuals and teacher's presentation manuals). This will cost approximately \$1100 although about \$450 of that should be recouped as we sell copies of the EasyBridge 1 manual to our students at cost (estimated at \$15 each including shipping). This was approved by the Board.

Mary has been talking with Susan Williamson of Fun & Games in Oklahoma City about participating in their EasyBridge sessions as part of our teacher training and certification. Susan would love to have us attend. We are potentially going to have some teachers visit on 11-Jan and others on 18-Jan for their sessions #1 and #2. Mary and James will be attending the Unit 158 board meeting on 18-Jan and will have to participate on another date.

Mary suggested that we start our EasyBridge program on either Saturday, 1-Feb-2020, or Saturday, 8-Feb-2020. This would allow completion of the 15 week program in May before the Tulsa tournament even allowing for a week off the Saturday before Easter. Mary will talk with Peggy about adding a reduced price 0-20 game at one tournament session to encourage attendance from our students. Susan Williamson also suggested that we hold a joint club mini tournament for our EasyBridge graduates and theirs.

We will be encouraging our students to join the ACBL and provide application forms which we can mail in for them (we can earn more games with extra points depending upon how many new members join from our club as well as Baron Barclay gift certificates which we can use to purchase more club supplies). After the details are confirmed we will develop EasyBridge specific flyers to hand out (other clubs have had huge success from current players providing to their social bridge playing friends and others who have expressed some interest in learning bridge).

Action Item: Mary to talk with Peggy Gaffke and confirm her interest in becoming certified.

Action Item: Mary to order our first batch of EasyBridge 1 materials with Ed Scanlon as noted above

Action Item: Mary to follow up with Ed Scanlon on details of teacher certification and get the process set up. Mary will also get the details on how to run the program.

Action Item: Mary to follow up with our teachers and schedule their participation in EasyBridge sessions in Oklahoma City.

4.0 Secretary/Treasurer's Report

File Structure/Retention

Prior to the meeting, Mary emailed out a proposed filing structure with record retention noted. See Attachment 1. The filing structure was approved by the Board with a retention period of 10 years for specific files as noted.

Action Item: Mary to purchase filing cabinet and filing supplies.

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Bylaws

Mary developed a first pass of our bylaws and sent to May Young for her review (May has experience with non profit bylaws and offered that expertise to the club). Mary incorporated May's comments and then sent the bylaws to Phil for review. The entire Board needs to read and review the bylaws; this is a required component of our filing for tax exempt status (especially the section on Conflict of Interest). The Board will send comments to the group in advance of our 20-Nov-2019 meeting and Mary will present the edited version for formal approval on 20-Nov-2019.

Action Item: Mary to send out the bylaws to the entire Board for review.

Action Item: entire Board to read and comment on bylaws

Bank Account

Phil Wilner and Mary Heinking opened up a Route 66 Bridge Club checking account at Chase. Phil and Mary are signatories on the account. Mary has already written the first 3 checks (Phil Wilner funded the initial deposit.) The full complement of checks and our debit cards (one each for Mary and Ron) are expected this week. We will be using online banking and that was also set up (subsequently verified by Mary).

Code of Accounts

Prior to the meeting, Mary emailed out a detailed code of accounts for Board member review. This code of accounts will be used for generation of our financial statements (profit and loss statement and balance sheet). The few comments that were received were incorporated. At this meeting, the Board agreed to adopt this code of accounts with authority given to the Treasurer to add new accounts as required. See Attachment 2.

Action Item: Mary to set up accounting for the club.

Renovation Plan

Phase 1 of our renovations is complete. The extent of the Phase 2 renovations depends upon how much money we raise and the success of our fundraising program. The current start up budget assumes about \$75K in funding (some of which has already been donated by Phil Wilner). We will be assessing what we can afford versus our priorities in December. At that time a renovation plan will be developed. Cindy Wilcox will remain our Designer. Ron will handle purchases. James will advise on how to schedule the renovations to minimize impact on our operations. Mary will advise on budget matters. The plan is to complete Phase 2 before the start of the EasyBridge 1 program.

It was agreed that new chairs are a priority in terms of attracting new members.

5.0 Publicity/New Member Report

Flyers

We agreed to develop business cards which we can hand out to potential new members. There would be information about the club (e.g. logo, name, address, website, contact phone number, etc) on one side and a coupon for a free game (for first time players only) on the other side. We will need to make sure that the players choose the right game to play in (e.g. someone just learning that an ace is worth 4 points probably does not want to start playing in the open games right away). And we will need to make sure that our culture is such that we make allowances for new players (e.g. who need to look at bidding pamphlets before figuring out what to bid). We want to encourage new players who come for the first time to return. As noted above, we will have an EasyBridge specific flyer to promote the program.

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Marketing Plan

Prior to the meeting, Carol Gammell developed a first pass Marketing Plan which was reviewed by the Board at this meeting.

- a. Press Release: Carol wrote a draft press release which she will send to the Tulsa World prior to our Grand Opening. This has no cost.
- b. Calendar: Carol stated that a zero cost and great way to publicize our games is to get them included on the calendar of events published in the Tulsa World. Once James gets our calendar developed, Carol will submit this information as required to the Tulsa World for inclusion in the paper on a regular basis.
- c. Advertising: Carol reviewed the various ways in which advertising can be used and showed Route 66 Bridge Club examples she developed for each type (image based, information based, and education based). We agreed that our initial newspaper advertising needs to be education based and promote our EasyBridge 1 classes. We agreed to have a one time ad in the Life's Vintage magazine in January (the issue's focus is "Train Your Brain" which seems tailor made for the roll out of EasyBridge). This magazine is targeted at baby boomers who are our target audience for EasyBridge. We would like the ad placement to be near the article(s) which discuss brain training; there will be an upcharge in the ad rate for this. We would also like to advertise in the Tulsa World. Carol will develop draft ads for our review and confirm pricing prior to our 20-Nov-2019 meeting. Mary noted that the ads should be in color (a lesson learned from Fun & Games) and include the ACBL logo so that we can get reimbursement of 50% of the cost up to \$500 per ad from the ACBL. Rates for both publications are similar. We will also need to determine if we go with a print only ad for Tulsa World or include a digital component. Carol to make recommendations. Per Fun & Games, print advertising was the top driver for their successful EasyBridge programs. The EasyBridge materials contain a "How did you find out about us?" questionnaire which we will be able to modify and use. F&G found that print advertising followed by word of mouth from their members (using the flyers) were their most effective methods of advertising. They got zero response from postings at libraries, churches, and community centers (although we agreed to pursue this since it will have no cost).
- d. General Communication: Carol was unable to get a listing of community organizations from the Chamber of Commerce. She had wanted to send them information about our club.

Action Item: Carol Gammell to confirm advertising rates with the Tulsa World and Life Vintage magazine.

Action Item: Carol to develop first pass of ads to run in the paper

Action Item: Carol to make recommendations for advertising to the Board on 20-Nov.

Action Item: Later this year, Carol will send our press release to the Tulsa World and figure out how to get onto their calendar.

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

Ron Crowell, Cindy Wilcox, and Mary Heinking met to review storage. We will be retaining the outside storage area for Unit 158 (although some items require interior storage with heating/cooling). We plan to add some shelving to the closet (located just to the left of the entrance door) which will store our vacuum cleaner and various bulk paper products. We will need to reorganize the kitchen shelves and the closet on the eastern side of the facility. Mary Heinking suggested that we hold a "New Year's Eve Cleaning Party" (e.g. noon to 3 pm) where we throw out the old items which we won't be keeping and make sure all the items currently out on the floor of the eastern side of the Studio are put away. It will be nice to have a clean and organized facility prior to holding our first game.

Supplies

Ron's plan is to create a checklist of needed supplies so that he can purchase in an orderly fashion (rather than make daily runs to the store). The checklist can be filled out by directors/James to facilitate Ron's purchasing of these supplies (e.g. coffee, dishwasher pods, etc.). Ron is still figuring out all of the items for this list.

Maintenance

Ron will be meeting with Greg Burton to review maintenance of the facility. Going forward we are going to need volunteers to help with the general cleanup of the facility after each game (e.g. clean up around tables, take out trash, etc.). The sign up sheets which Cindy Wilcox developed and posted for the last 2 months have been very effective in keeping our facility neat and clean. Although we will be having Beverly (cleaning lady) on Wednesdays and Saturdays, we will need still to clean up in between her visits.
Action Item: Ron to meet with Greg Burton to review maintenance needs and location of physical plant (e.g. HVAC filters).
Action Item: Ron to figure out how to request volunteer help to continue this effort.

7.0 New Business

Sales of PrePaid Tickets

The plan is to sell pre paid game tickets at our 5-Dec fundraiser (we will have a sign up sheet). This will help with our cash flow. It was agreed to add our logo and an expiry date (e.g. one year) to the tickets.
Action Item: James Tyner to develop a format for the pre paid tickets (although Greg Burton has offered to share his program with James).

8 Weeks to Opening/Next Steps

Mary Heinking passed out a list of items from our draft execution plan, organized by name. We have a lot to accomplish before we start operation on 1-Jan-2020 (exactly 8 weeks from today). This will serve as a checklist to keep us on track. See Attachment 3.

James Tyner Contract

Mary Heinking has developed a draft employee contract for James Tyner. It will be emailed out to the group for review. At our next meeting, we will need to formally vote on this compensation. As a Board member and officer, James will not be allowed to vote on his own compensation (per IRS Conflict of Interest rules and our bylaws). The (4) members of the Board in attendance (all except James) unanimously approved to pay James Tyner \$1000 for work he will be doing in November and December to get the club up and running.
Action Item: Mary Heinking to send out draft employment contract to the Board for review. It will be voted on at the 20-Nov-2019 Board Meeting.

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8.0 Next Meeting

Our next meeting will be after the Wednesday game on 20-Nov (about 215 to 230 pm). It will be at the Studio. Mary will develop an agenda in advance of the meeting and review with Phil.

9.0 List of Meeting Minute Attachments

Attachment 1: Filing Structure

Attachment 2: Code of Accounts

Attachment 3: November/December Activities