



## Minutes of the District 17 Board of Directors Meeting September 14, 2021, via Zoom Video Conference

**Present:** Liz Hamilton (President), Cindy Shoemaker (National Board), John Grossmann, JoAnne Lowe, Steve Nordberg, Jennifer O'Neill, Bill Phillips, Richard Rosenthal, Steve Reynolds, Sharon Smith

**Absent:** Lakin Hines

THE PRESIDENT CALLED THE MEETING TO ORDER AT 8:00 AM, PDT

### GENERAL

#### Opening Remarks

Liz Hamilton

Liz Hamilton encouraged Board members to submit materials for the meeting packet to Bill Phillips (Recording Secretary) and to her on schedule whenever possible (that is, at least one week in advance).

#### Approval of July 2021 Minutes

Bill Phillips

Steve Nordberg moved that the minutes of the July 6, 2021 meeting be approved as submitted. Seconded by Steve Reynolds. Carried unanimously.

#### Treasurer's Report

Jennifer O'Neill

Jennifer O'Neill pointed out that *for expenses, if we are under budget it shows as a negative number*. JoAnne Lowe moved that the Treasurer's Report for January 1, 2021 through August 31, 2021 be approved as submitted. Seconded by Steve Reynolds. Carried unanimously. Jennifer raised the question of how we should manage our cash reserves. Bill Phillips suggested that Jennifer look into a 0.5% liquid savings account called "Marcus" from Goldman Sachs. Jennifer moved that we look into the Marcus product. Vote on the motion was 8 in favor, 2 opposed. Jennifer amended the motion to state that *we will look into this further and we will submit a proposal to the Board via email*. Carried unanimously.

#### National Board Report

Cindy Shoemaker

Cindy Shoemaker updated the status of tournament cancellations for October. There were 22 sectionals and regionals scheduled for October. Of these, nine will *not* be staffed, nine *will* be staffed, and four have been cancelled. Sponsors have agreed to require that masks will be worn by participants and volunteer staff. ACBL announces approval and staffing on a month-by-month and case-by-case basis. The announcements for November tournaments are expected to be made in the first two weeks of October. ACBL applies four criteria for approving staffing of tournaments: [1] All staff, players, and volunteers must be vaccinated; [2] even fully vaccinated individuals *may* (or may not) be required to wear a mask; [3] hand sanitizers must be readily available in the playing area; [4] each tournament sponsor must provide a designated Event Safety Coordinator. ACBL also considers local

restrictions, virus positivity rates, vaccination rates, and local bridge club activity. ACBL *is* planning to operate the Austin, TX NABC in November 2021. Unit 373 *is* planning to operate the November 2021 Glitter Gulch (Las Vegas) Regional in November 2021.

## OLD BUSINESS

### Funding to Support Phoenix NABC

Jennifer O’Neill

Liz Hamilton stated that the District 17 Board of Directors had voted at our last meeting to give \$5,000 to Phoenix for the November 2022 NABC. Some individuals involved in the planning of the 2015 Denver NABC believe that these funds should be held in trust for a potential future Denver NABC. Jennifer O’Neill moved that *we withdraw our \$5,000 funding to Phoenix NABC until we determine how better to fund it*. Seconded by Liz Hamilton. At this time, it is not known when Denver will be able to host another NABC event. Vote on the motion was 6 in favor, 2 opposed, 2 abstaining. More information regarding this matter will become available in the future.

### Policy Manual Update and Approval

Jennifer O’Neill

Bill Phillips stated that a committee consisting of Jennifer O’Neill (Chair), Liz Hamilton, Bill Phillips, and Steve Reynolds has been working on revising, organizing, and formatting the District 17 Bylaws and Policy Manual. This is an ongoing process. The items addressed in these documents evolve and change over time. Jennifer O’Neill moved that *we accept the current version of the Policy Manual*. Seconded by Steve Reynolds. Carried unanimously.

### Sectional Tournaments at Clubs (STaC) Evaluation

Liz Hamilton

John Grossmann stated that he believes there are some factual errors in the report. John also provided some history of the involvement of the Western Conference in STaCs. Bonnie Bagley has volunteered to serve as STaC Coordinator for District 17. Bonnie has reviewed the report for accuracy. Steve Reynolds moved that *we accept Bonnie [as the STaC Coordinator for District 17]*. Seconded by JoAnne Lowe. Carried unanimously.

### New Player Engagement Grant Proposal

Liz Hamilton

This proposal from Units 351 and 354 has been modified and resubmitted in response to input and feedback from the District 17 Board. JoAnne Lowe moved that the revised proposal be funded. Seconded by Jennifer O’Neill. Carried unanimously. JoAnne will inform the applicants that the revised proposal has been approved.

### Education and Outreach Initiatives

John Grossmann

Sharon Smith reported that the materials provided by Patty Tucker to enable prospective teachers to use her materials has been made available. Sharon has received favorable comments from individuals who have been using the materials. John Grossmann reported on the District’s social media marketing effort. John stated that about 70,000 people saw the ad, and 1,000 reacted in some way. Nonetheless, the “take rate” was somewhat disappointing. Thirty-two people signed up initially, and about 10 people continued. John’s evaluation is that the Facebook experiment was neither a success nor a failure. A number of teachers

and clubs are using the Bridge In A Day (BIAD) material. According to John, a “significant” number of teachers would like to have access to the additional ten lessons available via a site license. John Grossmann moved that *District 17 buy the site license for the 10 additional follow-on lessons for BLAD*. Seconded by JoAnne Lowe. Vote was 7 in favor, 3 opposed.

#### Election Secretary Report

Liz Hamilton (for Lakin Hines)

According to Liz Hamilton, Lakin Hines has recruited Neil Hunter from Santa Fe, NM, to stand for election to the District 17 Board of Directors’ seat representing Units 374, 381, and 383. Therefore, we have at least one candidate for every Board position that is up for election.

#### NEW BUSINESS

##### Grant Proposal from Unit 361

Jennifer O’Neill

Jennifer O’Neill moved that *we approve the grant [proposal] from Unit 361 for Country Club Swiss*. Seconded by Sharon Smith. Carried unanimously.

##### Grant Proposal from Colorado University Boulder Bridge Club

Steve Nordberg

Grant request is for \$810 for educational purposes. Steve Nordberg moved that the grant proposal be funded. Seconded by John Grossmann. Carried unanimously.

#### COMMITTEE REPORTS

##### Grand National Teams

Liz Hamilton

Liz Hamilton moved that *qualifying be waived for [Flight C] for GNT*. Seconded by John Grossmann. Carried unanimously. Sharon Smith expressed the view the Flight A and B teams from rural areas have difficulty getting to live club games for qualifying purposes.

##### North American Pairs

Liz Hamilton

Because the Las Vegas Regional is still intended to be held, the current plan is to hold the North American Pairs (NAP) finals in Las Vegas. There was a motion to waive qualifying as a prerequisite to playing in the NAP District 17 finals. Seconded by John Grossmann. Vote was 2 in favor, 5 opposed, 2 abstaining. Motion defeated.

##### Regional Tournament Planning

Liz Hamilton

Liz Hamilton reported that JoAnne Lowe has received a request to approve a regional tournament for Taos from Winifred Stebbins. JoAnne communicated with Winifred via email but has heard nothing further. Cindy Shoemaker pointed out that we are in a transition. We need to be careful about the number of regionals we attempt to operate.

**Education and Membership Building**

Sharon Smith

Sharon Smith reported that a product called “Bridge Whiz” is available and worth taking a long at. She indicated that she would send District 17 Board members a link to the Bridge Whiz site. She also mentioned the availability of ACBL education materials. The 99er Nite Club participation has fallen off somewhat with the uptick in face-to-face bridge, but is still doing well.

**Social Media Marketing**

John Grossmann

John Grossmann suggested that we attempt to host a live event about social media marketing, including a recording of the event, followed by a manual of step-by-step instructions on how to carry out social media marketing. Cindy Shoemaker stated that her opinion is that ACBL is knowledgeable about social media marketing, and there is no need for District 17 to duplicate what ACBL is doing in this regard. Liz Hamilton expressed her view that Facebook is getting “a lot of negative press, and that people are coming off it in droves.” Liz expressed the view that it is prudent for District 17 to wait to see what ACBL provides in the way of marketing tools. John stated that his opinion is that ACBL does not have a good grip on social media marketing. Cindy Shoemaker stated that relevant ACBL personnel are extremely knowledgeable about social media marketing. She suggested that our best approach is to wait to see what ACBL has to offer to support social media marketing. John Grossman moved that we *give a green light to spending \$1,000 in the next four months for a couple of demonstrations for webinars or seminars for social media marketing to develop a “cookbook” so that “street folks,” our ordinary club owners, teachers, and unit administrators, will have the tools and the mechanisms to know how to proceed, because that is sorely missing right now.* Seconded by JoAnne Lowe. Vote on the motion was 4 in favor, 5 opposed. Motion defeated.

**ADJOURNMENT**

Meeting adjourned at 9:32 AM, PDT.

**Next Meeting: Thursday, November 11, from 8:00 AM to 12 NOON PDT, at the Las Vegas Regional Tournament (subject to change)**

Respectfully submitted,

*William D. Phillips*

Scribe