

**South Orange County Bridge Center  
Unit 538 Board of Directors Meeting Minutes  
July 17, 2017**

Vice President Susan Kissinger called the meeting to order at 4:15 PM. Board members present were Bob Levine, Dianna Hoffman, Gale Senter and Maggie Briskie. The club manager, Judy Elbogen was also present. Richard Picheny participated via conference call. Special guests, David and Nancy Lodge and John Kissinger were present.

John Kissinger introduced David Lodge to the SOCBC Board. David Lodge is a candidate for District Director who would represent District 22 on the ACBL National Board of Directors. David will be running against Ken Monzingo. David Lodge made a presentation to the Board stating the reasons he felt our Board Members should vote to elect him.

Dianna Hoffman moved to ratify the June 12, 2017, minutes. Bob Levine seconded. The motion was unanimously approved.

### **Reports**

**Treasurer:** Dianna Hoffman reported on the financial condition of SOCBC. The table counts were down from last month.

A discussion was held on Jeremy Chao's role in the club. Jeremy Chao performs a variety of technical duties that are necessary for maintaining the records and workings of our club. It was suggested that Jeremy assist Peter Redwood in managing our website.

Susan Kissinger made a motion to approve the Treasurer's Report. Bob Levine seconded. The motion was unanimously approved.

**Facilities:** Richard Picheny reported that Marshall Pearlman has taken over the job of facility manager. Marshall is investigating installing a room divider that would significantly block noise to allow us to offer games and lessons simultaneously in our Club. The cost of installing a room divider would be approximately \$3000. Richard Picheny reported that he will approach the small church nearby to see if they will consider renting us an additional room for us to use as a 0 - 20 game while lessons are going on in our regular club. Richard Picheny reported that regulating the air conditioner for our facility is improving and he is getting quotes to have our carpet cleaned.

**Membership:** Bob Levine reported that in April, SOCBC welcomed two new members and seven transfer members.

Bob Levine has developed a Facebook page which reaches out to welcome potential new players who reside in our area and advertise the Club and class schedules. Bob Levine

reported that he would like to continue posting on Facebook pictures of our members, our classes, and any special event. Bree MacCutcheon and Janie Matlaf are currently updating the postings on Facebook. The purpose of these postings is to attract new members.

Bob Levine reported that two flyers had been designed, one by Donna Abersman and one by Janie Matlaf. Bob Levine liked both flyers and would like to have money allocated to copy the flyers. Richard suggested that the ACBL might pay for part of the ad cost, if the ACBL logo and other information are inserted on our flyers. Bob Levine would then need volunteers to post the flyers around the area. Richard Picheny made the motion to approve up to \$500 for the cost of printing the flyers. Dianna Hoffman seconded. The motion was unanimously approved.

Bob Levine reported that Donna Abersman created a survey to get feedback and ideas from the members of SOCBC on the best way to attract new members. Bob would like the SOCBC Board's approval to email the survey to our club members. It was decided to make a small revision of the survey and then email our members.

Bob Levine reported that one of our new members, Bree MacCutcheon suggested that SOCBC advertise on a website called Meetup which is \$10 a month for 6 months. Meetup is a young person's advertising format. Bree would be able to monitor the website and have duplicate bridge as one of the activities. The Board decided to go ahead with Meetup.

**Education:** Gale Senter reported that the Thursday afternoon 0 - 199 game is not drawing enough players. Starting this week Gale suggested we charge a lower fee of \$5 to encourage the NLM to attend our 0 - 199 game on Thursday afternoons only.

Gale Senter made the motion to charge \$5 for the 0 - 199 NLM game on Thursday afternoons only for several months and reevaluate this promotion at our August Board meeting. Susan Kissinger seconded. The motion was unanimously approved.

**Health:** The item to Ratify Emergency Procedures was tabled for next month.

#### **Old Business:**

**Seeding and Tabling from Bridge Finesse:** Judy Elbogen reported that after listening to suggestions from the members who attended the Town Hall Meeting several changes have been made to the program. The Directors are now able to make adjustments to the seating and days of the week have been added to the reservations system.

**Approval for North/South Seating** - Maggie Briskie forwarded the Board a list of those players who have a doctor's note requesting to sit North/South. This item was tabled until next month.

#### **New Business:**

**Tablet Bridge** - Judy Elbogen announced that Bridge Basics Online sponsors electronic games where players can play on-line at their club, during their sit outs. Judy Elbogen brought in two tablets from her Club on a Saturday and gave them to players who had a sit out. The test was fairly successful. We are now set up on Wi-Fi so members can bring in their tablets and compete. Richard Picheny asked Judy Elbogen to come up with a proposal for implementing this program. This item was tabled until next month.

**Website Development** - Judy Elbogen reported that Jeremy Chao will be assisting Peter Redwood in managing our website. Jeremy would charge \$15 a month to be a back up to Peter.

**Nomination for National District Goodwill Candidate** - Richard Picheny asked the Board to nominate a candidate for this award. This year District 22 is asking each unit board to nominate one person who exhibits kindly demeanor and meritorious service. The District will choose nine people to be the members of the District 22 Goodwill Committee. In December before the afternoon session on the final Saturday of the Palm Springs Regional, there will be a reception honoring the goodwill inductees. The inductees will also be highlighted in the Forum, along with photos when possible and a short summary of their accomplishments. Past winners have included Marshall Perlman, Dae Leckie, Jim Senter and John Kissinger. The deadline for nominations is September 1, 2017. This item was tabled until the next meeting and Board members were asked to suggest candidates to Maggie Briskie.

**Voting for ACBL Board of Directors** - Maggie Briskie announced that electronic ballots will be emailed to our Board members around August 15. David Lodge and Ken Monzingo are running for the position of District Director representing District 22 on the ACBL National Board of Directors.

**Barbara Seagram teaching at SOCBC** - Gale Senter reported that Barbara Seagram who is a well-known author of bridge books will be available to give a basic defense lesson to our club members on Monday, November 20, 2017. The cost to the club is \$2000. The Board decided that the Education Committee should decide if this lesson would be beneficial to our members and economically viable.

**Publicize other unit's games** - Judy Elbogen discussed the option for our Club to include other Club's Unit games on SOCBC's calendar. It was decided to advertise Unit Games of other Clubs to include Balboa, Laguna Woods and Saddleback. Richard Picheny asked that we add this to our Standing Rules.

**On-line Signups for NLM** - Judy Elbogen reported that NLM will now be able to register for games at our club on-line. Judy Elbogen will contact the Directors to get their approval before the Club goes forward with NLM registering on-line.

**Phone Call from ACBL CEO** - Judy Elbogen received a call from ACBL's new CEO, Bahar Gidwani who discussed the direction that ACBL will be taking under his leadership.

**Advertisement in Value Pak** - Judy Elbogen reported that she was contacted by Money Mailer to see if our club would be interested in advertising. The cost would be \$285 a month for one Zone (10,000 households). It was decided not to advertise at this time.

**Posting the Minutes** - Maggie Briskie reported that a members expressed interest in having the minutes posted on our website or emailed to the members, in addition to our current practice of posting our minutes on the bulletin board at the club. It was decided that the minutes will be posted on our website and bulletin board after they are approved starting with the June 12, 2017 minutes.

**STaC Games** - Judy Elbogen said that she was contacted by a member who requested that the Board eliminate some of the STaC games. He thought the STaC games cost more money and detract from the appeal of other sectional tournaments. Richard Picheny requested that Judy Elbogen further investigate this issue and report back to the Board at the next meeting. This item was tabled until the next month.

**San Juan Capistrano Business Guide** - Judy Elbogen asked if we wanted to continue advertising in the San Juan Capistrano Business Guide. The cost is \$399 a year. The decision was made to not continue this advertisement.

**Next Board Meeting:** August 21, 2017

**Adjournment:** There being no further business, the meeting was adjourned at 6:10 PM.