

D/FW Curling Club Meeting Minutes

Date: July 26, 2009

Start Time: 3:15 P.M.

End Time: 4:10 P.M.

Board members present: S. Healer, A. Bahr, J. Willingham, N. Myers, A. Buckner, D. Kleppe, J. Havercroft

Board members absent: M. Hunter, D. Johnson

Mtg. Type: Board Meeting

Location: Dr. Pepper Stars Center, Duncanville

Prepared by: Shana Healer

The following is a summary of the topics of discussion, decisions, and action items from the meeting. It is not meant to be a transcript of what was said and by whom. Please notify the author immediately upon finding any discrepancies.

1. Judy called the meeting to order at 3:15 PM.
2. The next board meeting will be held tentatively on August 30 at 1:00 prior to the next Open House in Farmer's Branch. Judy will make some phone calls to make sure they know to expect us.
3. The previous meeting minutes from 6/13/09 were reviewed. The minutes were approved. Don Kleppe was reimbursed for ordering the club pins.
4. **Email Marketing Services**— Jonathan has found mailchimp.com and constantcontact.com to use for marketing. Mailchimp is free for less than 300 contacts and 6 messages per month. For faxes, which Dan uses for press releases, we'd have to use constantcontact, which is \$25/month, and pay an extra \$10/month for faxes. You can do newsletters, email blasts, etc. with either of these services. Our email lists are varied and inconsistent, so this kind of service would be useful in consolidating and having centralized email lists and with communicating with the club and potential members. We can put a sign-up link on our website and also collect information during Open Houses. It allows us to see who has viewed messages, to schedule email blasts, to customize it with templates, etc. The board agreed that Mailchimp would be beneficial for the club to try. Jonathan will set it up.
5. **Texas Alps Indoor Facilities**—Mark Davis and other news outlets have featured a company from New England that is looking to build an indoor skiing/winter sports facility. Judy has talked with the representative. They have not finalized the design and are still contemplating whether or not to include an ice rink. The final design decision will be made in late October. After they get permits, it will be built near Grapevine Mills Mall. Judy will follow up with the representative in the late fall to see if the final design will include an ice rink and, if so, the potential for curling on it.
6. **Private Lesson Requests**—The Dallas Morning News has three reporters who do a web video blog. They go out and are filmed doing sports in which they do not have much experience. They have contacted Judy and are interested in trying curling. The Stars Center may donate the time on a week day. Don's schedule is flexible, so he might be able to help. Judy will contact the Stars Center to see if the time is available.
7. **Fifth Sheet of Ice**— Nick and Andy will work on getting an extra set of hacks for the 5th sheet of ice. Andy thinks he can get them fabricated for minimal costs. We only have 4 sheets of rocks. Another sheet of rocks would be about \$8,000. Nick will get a quote from Thompson broom. We would need another sheet if we had 10 full teams. We have not talked to Houston or Austin about borrowing rocks from them. Another alternative would be half-weight rocks that we might be able to borrow from Farmers Branch. Other ideas, including juniors and after-school programs are mentioned on the June minutes.

8. **Sticks and Stones 2010**—The TOB is in Houston again in April. There is no reason we can't have another bonspiel, though. We would shoot for late October and have a curling/golf event. If we did it the weekend of the second Monday in October, we might be able to draw teams from Canada, since it is the Canadian Thanksgiving (and three day weekend for them). If we host this in the fall, we might draw more teams from the north who's golf season is over. Nick will get information about how to organize a curling/golf weekend.
9. **Open Houses**—The Plaza of the Americas has offered us August 17, 18, or 19. We will demonstrate the sport, and then let people know that they can try it a couple of weeks later at the Farmers Branch open house. We will certainly not stop people from trying it out during the demonstration if they wish to do so. It would take time in the morning to haul rocks and paint house outlines. People would be needed to both demonstrate and talk to people while the demonstration is happening. Judy will be in touch with us regarding the Parks Mall in Arlington. This would be on a Saturday or Sunday and will involve 2 full sheets of ice.
10. **Additional Items: Fees for next year**—A letter needs to be sent out. Last year, we offered \$400 if members paid by a set deadline. If they did not pay by that date, it was \$425. We are not expecting an ice increase. We do need to find out how much curling is available (i.e. Tuesday nights). The online form needs to be changed to reflect Andrew's address, and checks will be sent to him. Andrew will also get a receipt book to better keep track of checks that are handed to him.
11. **Adjourn Meeting**—The meeting was adjourned at 4:10.

Accepted and approved by the undersigned on the date set forth below:

Signature: _____
Title: _____

Name: _____
Date: _____, 2009