

Zoom Video Conference.

Attendance: Steve Moese, Jeff Bayone, Steve Gaynor, Rich Carle, Betty Starzec, Kathie Macnab, Greg Coles (ACBL Director of Operations), Henry Meguid, Ellis Feigenbaum, Susan Miguel,

Key Links:

Committee Documents: <http://www.district11bridge.com/BoG/2017BoGTCODocs.html>

BoG Reports: http://www.district11bridge.com/ACBL_board_reports.html

BridgeWinners Clubs & Teachers Forum: <http://bridgewinners.com/forums/browse/clubs-and-teachers/>

Priorities - Emerge from Covid19 Impacts; Grow Membership, Grow Tables, Grow Classes

NEXT MEETING Tuesday September 27, 2022 - 8 PM EDT, 5 PM PDT

AGENDA

- Face to Face Bridge – Status and needs
- Recruiting – New ideas

Discussion

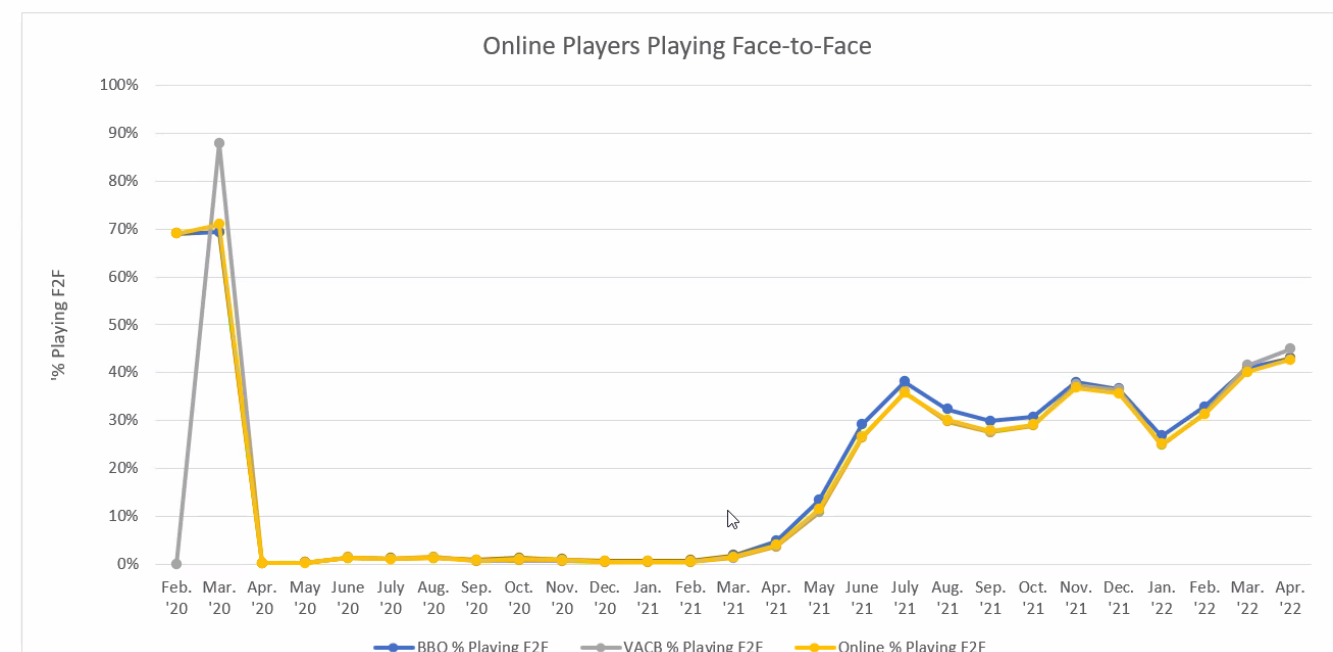
Steve M – shared recent F2F experience with Kettering Sectional and coming Fairborn/Kettering Regional. Also CBA table counts running 45% of B/E.

Steve G – changed game plan to appeal to more people. Daytime sessions only. Recent sectional ran pair team games and met 2019 table count. Traditional pre-pandemic schedules won't work. Find the events people want and run them. People who complain often don't show us to play anyway.

Steve M. - can't know how many online games people in Unit 124 or D11 are playing.

GC – ACBL has zero visibility on BBO that's not ACBL related. Some visibility to ACBL BBO games. Monthly reports about Member # and MPs won. Does not show when played and not win MPs. BBO might be able to target ads by state and province. Very cheap rate for ads. Will send contact information for BBO.

Susan M – RI – 1st day of the regional. Disappointed. 42.5/session hoped for 60/session. Hope for better tomorrow. Providence was the worst to happen for us. Everyone got Covid. People got freaked out by people getting Covid. Providence should have been a success story – 3500 people and 200 got covid, that's a good result. Since no one died. 2 normal online games and f2f game during the regional. Club game down 2 tables. Online game was 8 tables, 5 in the afternoon. Online not affecting f2f that much. We have a cohort of bridge players who disappeared. Can't find them. They are the largest group.



About 45% of people playing online are also playing face to face. Pre-pandemic, 70% played both.

Most online games are short games. Average person plays 1/day online. Average person face to face plays 5 times per week, down from 7 pre-pandemic. The fact that I could play online never affected my desire to play face to face.

This is a market disruption. We are making large mistakes because other industries tried and failed.

Steve M – Asked if price competition for BBO ACBL Club games is possible?

GC – Not sure what's possible. BBO only wants their income.

Steve G – Susan has it right – time to find new players. Once they learn, they will be attracted to the game.

Susan M – 28 people on Thursday – can't afford to have them go off to Mahjonn. Using Ed Fdn Pgm to generate the leads to get more people. Looking for people who used to play who want a weekly game. Not in a metro area – but people are out there.

Steve G.- They have friends who help bring in more people. If you have 26 people perhaps another 10 will join because they have friends.

Susan M. – 2 other clubs just want it to be 2019 again. It takes money and effort. Put the effort in trying to get more people. Not about getting people to sit in class for 8 weeks. Get them playing bridge right away, then they become bridge players. Need to get new people just because of age. Alliances aren't doing anything to help recruit new people and they act as parasites on those who are trying to grow new players.

Steve M – mentioned 31K lost members and the lapsed membership study.

Susan M. – Those people want to play face to face. They want the social experience.

GC – will get the number of players playing broken out by the different forms (7 “buckets”) updated and share the report with us when available.

RC – Thanks for the insights.

JB – What's happening with the Robert Todd initiative.

GC – Lead generation is the only part the ACBL is involved with. Ads for lead generation started this past weekend. Just getting started.

JB – If my club and teachers are not aware of this, should I expect since I am the only open clubs in NYC shouldn't have already heard about this? Only have about 10 people signed up for live classes.

GC – Small number of teachers are involved at first.

Susan M. – Did send info request to participants about 2-3 weeks ago.

Steve G – I was solicited to give my District President names of potential teachers associated with a f2f club.

JB – What happens now if somebody should want to reach a teacher? Still a 10-table average instead of 80. Rest of this area is stone dead. If there are 25 tables a day that's a lot. Seeing 5-10% of pre-covid attendance. Hearts, Essex, Bridge Deck Sagamore, Honors, etc. non can generate a 2-digit game. West Chester, NJ, LI, NYC – all dead to f2f bridge. Advertising too expensive. Sending \$500/mo on ads. Evening games totally gone. Mondays eves 5 tables o-750 game. No aft. Limited games. Doing better than everybody else. Not 55% - 5-10%. People are playing online and liking it. Don't have an answer to get the people back. Building a whole new group will take too long. Don't have the energy for it. Too hard.

RC – Little club in Longview – 2 games/wk. 10 tables in the AM and 7-8 tables Thur PM. Lucky to get 2.5-3 tables. People are not playing online – they have stopped playing. Online is not a factor.

JB – 11 tables at club today. 1 person wore a mask. Haven't had an outbreak in more than a year that we have been open. People coming to the club have been taking good care of themselves.

RC – we have a couple who are avid bridge players who play online and say they are afraid of covid. However, they are out at the country club and restaurants.

Susan M – In warwick today few people wore masks. If we could get through the psychic problem that stops people from coming to in person play that would help us.

JB – What happens when people lose their online partner, how will they find one?

GC – Don't know because I never had to do it. Other games where one plays in pairs it happens every day. Vast majority of couples meet online today. It's doable.

Steve M – Perhaps Swan Bridge can develop a way for people to find new partners. That would be a competitive advantage vs BBO.

JB – Swan has A/V capability. Very discouraging with Swan – not know when it will be ready.

Steve G – Dismayed to see ACBL run an online regional at a very late date. Talk there is another planned for December but not yet on the calendar. Put them on weekends when very little else is going on.

There is a need to share online regional planning information in the venue that tournament chairs use – agreeing to a board motion doesn't get communicated to every one who needs to know.

JB – NAPQ – is this the last year we do them online? They were set up to start at the club level. Didi nothing for me because everyone qualified online. Did not get extra income expected from this event. Please have leadership consider forcing people to come to the club in order to qualify. Silver Point games do not add tables. No more STaCs. Sectionals offer more excitement – because of special events. Too expensive to run a sectional with a sectional director.

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Submitted Respectfully,

Steve Moese
D11 Advisory Council Representative