

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 December 6, 2022 - 8 PM ET, 5 PM PT

AGENDA

- Questionnaire
- Ideas for reopening clubs

Discussion

JB – Royal STaC a stunning success – we clubs need more of these type events.

Steve M - Discussed Cincinnati experience, table count still down with a few bright stars. Invitational game (~17 tables) excludes nasty players and very strong pairs. 4 is enough Pairs runs 7-10 tables on Monday night. 8 is Enough Teams runs 8-12 teams on Thursday nights. People like 6:30 PM start so they get home early.

K McN – Discussed game attendance. Also shared an example of masks working (better than vaccinations). Got covid in Providence.

Steve M – discussed vaccine requirements in Cincinnati.

Steve M – What questions do we want to ask club managers were we to do a survey.

Jeff B – Not worth the effort. Too much work for very little reward. All about marketing. What ACBL calls marketing doesn't work. If everyone of our members tried to get one new person into the game each year, we can really grow our membership. Do something serious. Anything short of marketing is a waste of everyone's time. No charisma, no story to tell, nothing on the horizon.

Group – Discussed the new pilot and the limitations of the current manual work process to introduce the ads and harvest the prospect leads.

JB – Spend \$500 targeted ads on Google. 5 people per month come from those ads. Teach me how to do it successfully.

What clubs have club managers on salary?

What is their business structure?

Henry M – discussed business status. 28 people in OLLI class. Afternoons are not good for new to bridge people – people are still working. \$180 for 8 lessons 6:30 – 8:30 PM lessons. Limited players have not come back. 0-300 12-14 table barometer teaching game. ACBL fees not cheap.

Steve G – Discussed NLM and Experienced player attendance. ACBL has reduced the awards and eliminated special games online.

Jeff B – NYC Regional success (50% of past). Lost money. Cost of space, flying in directors (\$26K). Concern about running sectionals. Run in-club sectionals every two months. Petitioning the league to ease up on TD requirements. Why can't we have online TD help for in-person tournaments?

Henry M – Experience with their club sectional. NLM's only. Not need an ACBL TD. Send scores every day to a director who loads them into ACBL Live. Fri-Sat-Sun Swiss. About 3 weeks later maybe 4 got emails from attendees looking

for the score. Extreme delays getting information posted. Too many club sectionals for HQ to manage. Makes the club sectional look horrible. Very poor operation performance.

We agree that now is not the time to do an in-depth questionnaire for club managers and teachers.

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Submitted Respectfully,

Steve Moese
D11 Advisory Council Representative

DRAFT