

**Zoom Video Conference.**

**Attendance:** Steve Moese, Jeff Bayone, Steve Gaynor, Rich Carle, Betty Starzec, Kathie Macnab, Henry Meguid, Ellis Feigenbaum, Susan Miguel, Silvana Morici, Judy Elbogen

**Key Links:**

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

BoG Reports: [http://www.district11bridge.com/ACBL\\_board\\_reports.html](http://www.district11bridge.com/ACBL_board_reports.html)

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

**Priorities** - Grow Membership, Grow Tables, Grow Classes

**NEXT MEETING Tuesday Feb 27, 2024 - 8 PM ET, 5 PM PT**

**AGENDA**

Review current Club game conditions.

**Discussion**

Steve G. – The way forward is to teach. We have active teaching going on. Live bridge is picking up and online is modest. Consolidated Minneapolis and St. Paul in one location. Enthusiastic about 5/5/5. Getting good size classes in the winter!

Steve M. – mentioned success in Indianapolis with a program filled with offerings for new players.

Susan M. - Regarding the market share of table count, isn't that analysis somewhat misleading? Doesn't it matter that online game is shorter than the F2F game?

Steve M – Yes. But the market share analysis is important to show where the "Market Power" is. We have a monopoly.

Ellis F. – We need to work withing the current market. The ACBL has made every decision about online bridge with their own bottom line in mind and without any concern about Clubs.

Rich C. – If the ACBL wanted to help the clubs, they would have reduced the sanction fesss for the Royal STaC.

Ellis F. – Every single strategy including the 5/5/5 (which is good for bridge), is aimed at guaranteeing ACBL income. Rebates even favor the ACBL. Units and clubs are a cash cow. The ACBL continues to charge \$38 to create hand records and files to send to somebody else's dealing machine. Why? The underlying cost is nowhere near this charge.

Susan M. – email from Lynn Chapin in December saying that clubs like Knoxville who gave \$100's of thousands to other clubs. Knoxville was registering false people to inflate game size. When the game started the fake people disappeared and players were in a small game. SE Carolina did it too. The ACBL needs the \$4/table so they are not strictly enforcing rules. No one had signed anything that the ACBL could levy discipline. This week they changed their times. Games programmed to 9:10, but run at 9:45 to appear at the top of the VACB list.

Ellis F. – Since the beginning of VACB, every club manager has been looking for an angle. ACBL cannot enforce anything.

Susan M. – Now sanction owners have to agree that the ACBL can fine clubs that violate ACBL policies.

Ellis F. – 52 Entertainment owns VACB. ACBL can't enforce anything for what they do not own.

Sue M. – ACBL can stop awarding Masterpoints.

Ellis F. – That's all they can do. Nothing else is enforceable. Our focus must be to get more people in seats playing bridge at the club. Evening bridge – we focus on recently retired people who play during the day. Israel has 10,000 members from 9 MM people. Ireland has 50,000 members from 7 MM people.

Sue M. – People actually liked evening lessons because it was otherwise empty time for them.

Ellis F. – We can run evening bridge. We need this new demographic. Professionals or newly retired. Bridge is cheap entertainment.

Steve G. – How do we compete with cheap community games? Food works!

Sue M. – People don't come to club bridge to learn theory. They come for fun.

Steve M. – Specifically, what do we recommend to capture more of these groups than we do today?

Steve G. – Saw lots of U40's gambling – a new target for casinos.

Ellis F. – Used Copilot (Windows App) to write an ad for coming to the bridge club to learn how to play bridge.

Sue M. – We also need to reach people who think they can play bridge and get them to come play bridge in clubs. Members lapsed for 3+ years are not worth considering. How do we reach them?

Ellis F. – past images of nasty duplicate players haunt players who do not show up today.

Steve G. – Mentor games go a long way to eliminating the negative impression of good players (Sharks).

Ellis F. – Saw unsanctioned duplicate players who thought playing for Masterpoints made the game too competitive to enjoy. They had no interest in club duplicate.

Steve G. – Asked why D22 and D23 haven't merged? Minnesota is seeing Units combine. Would it help LA and SC bridge to have one district.

Ellis F. – They are now one region. If you start combining Units, you lose sectionals. If you can find a way to keep sectionals, then merging would be possible. Our sectional represents about 50% of Unit income. The player rebate is 40-50% of Unit income. Unit game loses money. I can go to a sectional twice a month. (One of the reasons local Unit games are not doing well). Have to consider how to combine regionals for districts.

Steve G. – Minnesota Bridge Education Fund is a 501 (c)3. Same principle as the ACBL Education Foundation.

Steve M. – Discussed Allen Smith conversation about profit sharing and data management options for clubs and teachers who create new players. It is possible to lock in profit-sharing for 2 years and or some MP level.

Steve M. – Let's decide what we want to ask of the Advisory Council in the next meeting. Let's have our proposals ready for discussion for our next meeting Feb 27, 2024

Sue M – Why can't we do both Boost and CAP? Makes no sense that we have to choose.

Ellis F. – Described how ACBL impacted the LBIAD program. ACBL takes bottom-up programs and convert them to Top-Down programs. Not always with good results. I invented the 99er game out of whole cloth three months into the pandemic. Greg Coles said it could not be done. ACBL 6 months later introduced the idea and required that the District must run the program.

We discussed the need to get feedback from all of the proposals that we have made over the past 12 months. We discussed the ACBL focus on NABCs: The potential losses from current contracts and the disproportionate attention these tournaments get relative to the number of members that they serve.

Ellis F. – 5/5/5 is designed to do 2 thing – Make Units that have the facility to grow put more money in the ACBL coffers. If not, Then the Units get less support.

Sue M. – We can ask the Board to tell us how much time they spend deliberating on matters related to growth and retention.

Ellis F. – Is officially a Tournament Assistant. Congratulations! This saved the Unit a lot of money. The Units that run a successful tournament should get some kind of a break in the rebate.

### **Next Steps**

Define what we want to ask the AC for in the next AC meeting.

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Submitted Respectfully

Steve Moese

Chair Advisory Council Teacher & Club Manager Committee