

Zoom Video Conference.

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

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 - Grow Membership, Grow Tables, Grow Classes

NEXT MEETING Tuesday July 16, 2024 - 8 PM ET, 5 PM PT

AGENDA

Prepare for the June 30 Meeting of the Advisory Council Prior to the July AC Meeting.

Barbara Heller Task Force on Growth.

DISCUSSION

Jeff B. – 425 Mile Rule needs fixing. Densely populated areas are adversely affected by this rule. It inhibits player enjoyment by limiting options.

Steve M. - Mentioned the fingerprint provided by past attendees.

Jeff B – Mentioned the concern about people who live midway between two cities.

Steve M. – The data will show us who goes to regional “A” and who goes to Regional “B” and Who goes to both. The count of people who attend both becomes the measure of business risk. A small number of BOTH players means the risk to both regionals is small, and that the total number of players served by two regionals means player satisfaction is much larger than if one ran alone.

Ellis F. – Expressed concern about not protecting regionals so that they remain sustainable. Needs to be a data driven decision rather than an arbitrary metric like 425 miles. Shared examples of regionals in CA. Might affect pro team and the ability to meet the room commitment. That data should also be available. People are not driving long distances to play in tournaments nowadays. Bridge happens in the 0-1500 events.

Steve M. – Regionals try to build moats around their tournament. Regionals draw a predictable pattern of attendees. Yes, traveling pros will have to make a choice. In the long run the total do not seem to be affected. Shared the D4 vs D25 conflict with simultaneous regionals. Data suggested fewer people enjoyed regional bridge with one tournament than if two ran at the same time.

Ellis F. – If you are running 2 regionals, both might be somewhat less. This can lead to problems of sustainability.

Steve M. Shared the detail of the recent Cincinnati – Evansville Split Regional. The split meant there were 170-200 tables more play for 100+ more players. Aren't the needs of the players better met if both run?

Ellis F. – Need to look at the specific details of each regional. The risk of loss varies by business model and existing contracts.

Jeff B. – There is a drop off after 200 miles for people attending regionals.

Ellis F. – There needs to be a way to make this a data drive decision, not based on an arbitrary distance.

Rich C. – Why regulate regionals at all? We don't regulate placement of clubs. Why not let them fight it out?

Steve G. – Volunteers dedicate much effort to the Regional. People will be angry if unjust competition happens. Bridge is not meant to be a dog-eat-dog business.

Ellis F. – California staggers regionals pretty well across all Districts throughout the year. Few times where you could go from one week to the next.

Make regional sanction decisions data based, not based on distance rules alone. Demonstrate that One regional will cannibalize another by showing attendance patterns and lost income against existing commitments. Otherwise strive to serve the most players possible.

Ellis F. – **For every proposal put forward by the Advisory Council, we should ask for a one or two paragraph answer that details the decision, and the basis for the decision.**

Members of the Advisory Council need to know what our committee brings forward. Discussion should continue between meetings.

Steve G. – We should consider doing a report and not just run it up the flag pole.

Ellis F. – Very few people on the AC make a living at bridge. AC people have the health of bridge in general at heart.

Steve M. – Should we share our discernments on the web page we use with all AC Members?

All – Yes.

Steve M. – I will post to the Bridge Winners AC Forum.

Ellis F. – How many people does Bridge Winners reach? How many of them are regional players. I cannot access the Bridge Winners AC Forum.

Steve M. – I thought people could read but not comment if they were not members of the AC. I will talk to Doug about getting this fixed.

Jeff B. – Silver Linings weeks online still offering 1.5x silver, killing STaC attendance at clubs. 2 STaC weeks in a row, and no attendance bump at all.

Ellis F. – I run 3 tables a week online. During Silver Linings Week I run 70-80 tables. Running Silver Point games online 3-4 times a year helps bridge clubs.

Jeff B. – Should online games offer 1.5x? You can play 21 times a week online but only 7 times in person.

Ellis F. – F2F STaC games pay 1.8x, online pays 1.5x.

Jeff B. – Silver points used to be the biggest thing for clubs. Online silver points have killed the attractiveness of silver points at clubs.

Ellis F. – The ACBL runs silver point games themselves competing with clubs.

Rich C. – The whole online thing is really out of whack. They need to make the awards consistent.

The MP awards for online silverpoint play needs to be rebalanced to eliminate unfair bias that's undercutting STaC and Sectional attendance.

Ellis F. – We know that clubs are driving membership. Some ideas from HQ are working. Cuneo has worked to make ACBL a profit center to the detriment of the clubs.

EDGAR is harming newer players who don't understand what's going on. 0-200 MP Players have no representation at the ACBL. They need representation for fast-track discipline. They need help/advocates. These people are over 70 and have absolutely no idea about the process.

Jeff B. – Whenever we bring in 10 new members we get 1 upgraded club championship. Honors brings in 30 members a year. That gets us 3 UCCs. We need a bigger reward. Consider allowing 25% as Gold in the UCC games earned this way. 10 sessions a week 520 sessions a year, 3 of which are UCCs. Black point UCCs do not draw more attendance. **I propose 3 for every 10 new members. Offer 25% GOLD POINTS in these games.**

Jeff B. – Ads in the bulletin ½ page costs \$750 plus \$100 designer fee. Digital ads cost nothing to publish (but do have design cost). **Online only ads should be allowed for no publication cost. Applies to Regionals, sectionals, or clubs.**

Steve M. – Asked members to bring the final proposals to the June 30 Pre-meeting.

Shared that Barbara Heller is leading a growth task force and has so far ignored input from us/me.

Encouraged Committee to get input to that task force.

Next Steps

Steve will refine these discussion points into proposals for the Committee.

Committee Members will propose them to the Meeting on June 30.

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Submitted Respectfully,

Steve Moese

Chair Advisory Council Teacher & Club Manager Committee