

**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](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 Aug 27, 2024 - 8 PM ET, 5 PM PT**

**AGENDA**

Review proposals for Aug 4, 2024 general meeting.

**DISCUSSION**

Here are the two priorities for the Aug 4 General Meeting:

- I. Establish open two-way communication with constructive detailed feedback on all proposals and motions made by the Advisory Council to Management or the Board of Directors. This means a response within 3 months regarding the decision taken, reasons why underlying the decision, and any feedback regarding the feasibility of the proposal. The Advisory Council needs constructive feedback so that our proposals can improve over time.
- II. The upcoming renegotiation of the online BBO contract should:
  - 1) Eliminate exclusivity of any kind,
  - 2) Enable other platforms meeting ACBL user experience standards to award ACBL masterpoints.
  - 3) Not restrict pigmented point games and tournaments to any one platform. Indeed, other platforms should have the ability to compete for ACBL Silver and Gold Point Games. The ACBL should actively consider sharing online Regional events and Robot events with other platforms.
  - 4) Enable competition and innovation aimed at improving the online bridge experience.

The **ACBL's future goal** is for the ACBL and not any online bridge service provider controls the 4 elements of ACBL's Marketing Strategy for ACBL Games: *Price, Promotion, Distribution, and Place/Geography*. The ACBL must avoid competing against clubs.

We discussed the timing for the upcoming General Meeting (Aug 4) – not everyone got the email from Doug.

We discussed the AC → BoD input process. We also discussed how Motions for Reconsideration occur at the General Meeting. We noted that the Membership Meeting will be held live in Toronto, with a zoom link of some sort. That link and timing for that meeting has not been shared.

We noted that Barbara Heller and the Growth Task Force created by Margot Hennings have not contacted any member of the Advisory Council Teachers and Club Managers Committee to engage our input and advice. The same happened with the prior task force that created the 5/5/5 plan for Unit engagement in growth.

We discussed that the direction for the renegotiation was discussed in Executive Session so no details are available, however leadership acknowledges the need to serve stakeholders affected by any such

agreement. We also discussed the pluses and minuses of open information about progress on the contract negotiation. We must know what the goal is.

BBO controls online bridge, ACBL does not. BBO is even a threat to ACBL Masterpoints. Exclusive rights surrender control of ACBL's marketing Strategy. That's unacceptable.

We discussed how BBO allowed clubs to run VACB games, but that this agreement gives them leverage – What if they refuse to allow other clubs to offer online bridge?

We noted that the income streams for online bridge have consolidated to just a few major players. Some clubs make no money online.

The ACBL leadership focuses on financial sustainability for the ACBL and not Districts, Units, Clubs, or Teachers.

Stakeholders who are materially affected by online contracts should have a voice in shaping future agreements.

One BoD push-back is that eliminating the exclusive BBO agreement will lose the ACBL money. The net income from exclusivity is \$400,000 per year. Given online table counts approach 4,000,000 – the deficit from eliminate exclusivity can be made up by 1) increasing online sanction fees, and 2) increasing online table fees (Here a 10% increase in table fees from \$0.27 to \$0.30 would more than make up to exclusivity fee).

We discussed upcoming nominations for Advisory Council Officers. The consensus is that the business environment has worsened in the past 4 years.

We discussed the motion to change NAP and GNT flights. Apparently, the BoD decided to not invite the Subject Matter Expert to provide input on what works for Flight C and Gold Rush players.

We discussed how the Advisory Council is not a decision-making organization, but we are an influence organization. Our committee has had influence on a number of changes based on our inputs over time. Our advice tends to steer, not control or direct. One reason why Advisory Council Motions for Reconsideration (MFR) fail is that they are presented as simply "We don't agree with you." We need a material reason that impacts the original decision for a MFR to succeed.

### **Next Steps**

Steve M. will prepare proposals for August 4, 2024.

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Meeting Adjourned at 8:48 PM.

Submitted Respectfully,

Steve Moese

DRAFT