

ACBL Minnesota Gopher Unit 103 Board of Directors Meeting, via Zoom  
Tuesday, January 9, 2024

Present were: Sue Greenberg, Matt Belau, Amy Dutton, Rajiv Kapadia, Connie Nelson, Warren Nelson, Keith Thompson, and Lance Chamberlain. Invited guest Scott Krupke was also online.

President Greenberg called the meeting to order at 4:48 p.m., once a quorum was met.

President's Report. Recent Unit Presidents' meeting w/ Bronia Jenkins covered -

1. *5/5/5 program.* Starting April 2024, Unit payment from ACBL Membership fees will change from a flat 11% to a three tier of:
  - a. 5% of membership fees as before.
  - b. 5% for *retention.* All Unit Board members received and will receive a list direct from Bronia. Reach out, and then report on, contacts you've made with people at risk of lapsing. Unit gets percentage.
  - c. 5% for *recruiting* new members.
2. *Restructuring Unit STAC games.* As Unit 103 clubs only participate in District STAC games, this should not affect us.
3. *Nationals in Louisville.* Big push on, including incentives, to stay at host hotel.

Guest Scott Krupke.

Scott Krupke, new manager of the St Cloud Duplicate Bridge Club, sent a letter previously requesting Board assistance with his plans for extensive new player recruitment. His comments, summarized:

- We have a five-year window for bridge to survive. We must double the players to sustain games, Clubs, the Unit – and ACBL. Why 5 years? Because current players - who are current mentors and teachers with energy - are aging.
- We must use *push* advertising now, across digital, radio and social advertising. Get out the word about ACBL, bridge as a game, and about offerings at our local Clubs.
- St Cloud plans to focus on "empty nesters;" and offer free bridge lessons twice a year. (Each round costs \$2000.) One Club can't do it alone. Support this effort.

*Discussion w/ Scott:* Do you know about Cooperative Advertising Program? A. Yes, I learned of it recently. We will pursue, but it won't adequately cover this twice a year effort. What are your Club's playing fees? A. \$4/game. Players also have to pay annual memberships at the venues we play in. Don't want to drive players away by raising rates; want to get more players in the door. (Note: Rochester and Duluth = \$7/game. St Paul = \$7/game.) Do you have a Club membership fee? A. No (Note: St Paul does. Rochester, Mankato or Duluth do not.) Shouldn't advertising be about all the Clubs? A. Absolutely.

Board decided to take this request under advisement, encouraging St Cloud to apply for Cooperative Advertising Program funds first.

### Minutes Approval.

Warren moved to accept the minutes of the Board meeting on December 5, 2023. Matt seconded. Motion carried.

### Election of Officers for CY 2024

- **President.** Connie moved that Sue Greenberg be elected as President of Unit 103. Warren seconded. Motion carried unanimously.
- **Vice President.** Matt moved that Warren Nelson be elected as Vice President of Unit 103. Rajiv seconded. Motion carried unanimously.
- **Secretary.** As the current Secretary was absent, Amy moved that this decision be deferred to the next meeting of the Board. Warren seconded. Motion carried.

### Reports, cont.

**Financial Report** for the period ending December 31, 2023, distributed prior to the meeting, was approved.

**Tournaments.** Unit Tournament Coordinator Matt reported:

- St. Paul Sectional was a huge success with 199 tables, the highest attendance since 2011. St Paul earned a profit of over \$6000 on this tournament.
- *Upcoming Tournaments:* Winter Unit 103 Sectional (Feb 1-3) in Eagan; Rochester Sectional (April 4-6); St Cloud I/N (April 27); St Cloud Open Sectional (June 20-22); and Rochester Regional (Sept 3-8).
- *Requests:* St Paul has requested a Leap Day Sectional at end of February, and Mankato has requested a River Ramble Sectional in September.

### Old Business:

**2024 Budget Priorities.** Connie had requested a Board conversation on an overview of our budget and our 2024 budget priorities. She summarized that our Unit budget stays consistently around \$60,000. We have three primary sources of our monies - ACBL Memberships; Tournament Profits; and Investment Income. We have three primary outgoes: Operational expenses (Board expenses, insurance, equipment trailering and replacement); Communication and information (our website presence); and Player recognition and supports (Awards, NAP/GNT supplements, bridge education grants).

Connie asked the Board to discuss: What do you think about there being a five-year window to keep bridge strong in MN? Do we want to spend more of our money this year? If yes, what would we each think should be the priority areas where we invest?

President Greenberg suggested we come back to this after she talks further with Unit 178 President Steve Gaynor. She wants to discuss with him ways to jointly advance bridge in MN, rather than spend energy on restructuring efforts.

**GNTs.** Club qualifiers for the 2024 GNTs take place through February. Keith is interested in setting up an online GNT qualifier in March for those still interested in qualifying after the Club game window is closed. He will work with Matt to set one up.

New Business: None

The next meetings of the Board will be held late March/ early April, and during the Minnesota Gopher (May20-25). The exact dates and times for these meetings will be communicated.

President Greenberg adjourned the meeting at 5:53 pm.

Submitted by Connie Nelson, Acting Secretary (filling in for Tom)