

The Village Card Club, Inc.

Board of Directors Meeting

April 3, 2014

Andy Cosby called the meeting to order at 4:20 PM

Attending: Andy Cosby, Elaine Weeter, Phil Michaelson, Norma Marvel, Duane Hall, Suzanne Stofer; Estelle White.

Absent: Dick Condon, Greg Frank, Doris Waugh

MINUTES for March 13, 2014 Board Meeting: Approved as posted

AGENDA: Additions-deletions- Approved

MARKETING COMMITTEE UPDATE: Kim Kelly and Donna Herter presented a report on the decisions and actions taken by the Committee as result of the March 15 Brainstorming Session. The ideas generated were classified into four categories designated as "Moving Forward" committees with a "leader" assigned to each: Media Development and External Advertising; Internal Awareness within HSV and increased FUN at VCC; Community Interaction and Personal Interface; and Survey of Former or Inactive VCC Members. Also, Donna Herter made a presentation to the POA Board to "refresh" relationships and change the perception of the VCC as an amenity rather than just a club. This received a very positive response from the General Manager and Board members. A special Marketing meeting will be held on May 3rd to discuss and develop the overall VCC Marketing Plan.

DIRECTORS REPORTS:

Communications: Duane reported that both the POA and Village Voice are now much more receptive to helping increase public awareness of the VCC activities, so the committee will work closely with these entities going forward.

Finance: The report of the Audit Committee was reviewed and accepted by the Board. It was moved and seconded to establish a budget as a guideline for the expenditures of the various Operations committees. The motion passed.

Education: Suzanne reported that she has visited each of the Rubber Bridge groups to establish good rapport and encourage their involvement in various VCC activities.

New Business: There was a motion to amend the Salary & Fee Schedule to provide a free play for first-time players at Casa de Carta and to clarify the term "subsidized games" in the Table Fees:

First-time players at Casa de Carta shall be introduced as guests and granted free plays. Regularly scheduled bridge sessions (ACBL-sanctioned or non-sanctioned), including special events: \$2.50, except subsidized games (sponsor fees greater than \$4.00 per table) will be increased by \$1.00. Non-VCC members shall pay \$1.00 more than the resident fee per session. Motion was approved.

Meeting adjourned at: 5:48 PM .

Respectfully submitted,

Elaine Weeter, Secretary