

- I. The meeting was called to order by President Linda Seifert at 4:53 pm. at the home of Rosemary Heath (meeting was rescheduled from Apr. 14 due to a lack of quorum). Linda Seifert, Gary Yant, Howard Gee, Rosemary Heath, Brad Prior, Jack Luxton, Gail Lapins, Yoli Medina, and Bud Zeuschner were in attendance, with Jim Borland and Dick Coulter present as guests, establishing a quorum. The agenda was reviewed and accepted.
- II. Secretary Howard Gee previously distributed the March meeting minutes to the board. They were approved M/S/P as distributed.
- III. Treasurer Gary Yant presented the treasurer's report. The current balance on hand is \$15,700. The report was M/S/P accepted as presented.
- IV. Rosemary has taken the lead on planning for the 2024 Unit 540 Sectional Tournament. The date of March 22-24, 2024 has been proposed, with approval pending from the national ACBL. Second choice dates are 3/29—31, and third choice is 3/15—17. She has a skilled team assisting in this planning effort.
- V. Gail presented information about a "Welcome Back To Bridge Week" concept, organized at the unit level for our clubs. This is an effort to increase attendance at live bridge in our clubs. Some additional costs per table will be incurred by the clubs participating in this effort. It was decided by consent to support this effort, with any extra costs per club in our unit to be covered by the unit 540 funds. This is to be from June 5—10, and we will showcase the week through the new branding of the unit.
- VI. The issue of unit "Branding" was discussed. Following a poll of officers and other discussion, it was M/S/P to accept "THE 540 BRIDGE CLUBS" as the brand, with "Friendly bridge on the

Central Coast” as the tag/motto. A graphic image/style will be developed, as a next step in the process. Rosemary will communicate to the clubs in our unit the impact and purpose of this effort.

- VII. The board discussed the merging of club mailing lists, communication policy, a comprehensive calendar, and the unit website. Jim Borland stated he has taken the current website as far as possible. Rosemary and Dick reported on their extensive exploration of options to upgrade and enhance the unit website. For \$10/month, Constant Contact can provide mailing list management services. The expenditure was M/S/P as acceptable. Moving forward, Dick Coulter will become manager for the unit website, and will merge all information from the current site into the new site, which will look mostly similar. It was M/S/P to approve the annual fee of £100 to BridgeWebs.com from Great Britain to host the new and improved website. The company provides this service for hundreds of clubs and units, with countless options for content, style, updates, etc. Rosemary and Dick will continue leading this project.
- VIII. Jack reported on the general Zero Tolerance policies and the unit ethical standards. Jack is planning to present a document to the unit later, of the detailed policies, following guidelines from ACBL.
- IX. Bud Zeuschner presented a progress report regarding the Longest Day. An account number with ACBL has been established for pledges and receipt of funds, wine donations are being collected along with dinner packages from local restaurants for raffle/drawing prizes, and “pro” partnerships will be auctioned in early June. Dates for longest day games at our clubs will be confirmed soon.

The meeting was adjourned at 6:22 pm.

Respectfully submitted,

Howard Gee, Secretary