



**Kingston Duplicate Bridge Club Inc.**  
**November 15, 2022 Board Meeting at 5:00 on Zoom**  
**Minutes**

Present: Jock Devonshire, Chris Caswell, John Gerretsen, Anne Herfst, Suzanne Ryan, Tammy Gauvin, Kathy McDonald, Don Kersey, Terry Demers

1. **Approval of Agenda** Attached  
Chris would like Regional and Sectional Tournaments added to Other Business.  
**Moved by Suzanne and seconded by John to accept the agenda with addition.**
2. **Approval of Minutes dated October 13, 2022**  
**Moved by Anne and seconded by Chris to accept the minutes dated October 13, 2022**
3. **Treasurer's Reports – Anne Herfst** Attached  
Anne is waiting for ACBL to send exact amount of deposit. **We will approve at the next Board meeting.**
4. **Club Manager Report – Terry Demers** Attached
5. I/N Report – Suzanne Ryan
6. **Education Report – Tammy Gauvin**  
Tammy forwarded an email from a person interested in taking F2F beginner lessons.
7. **Promotion Report – Elaine McDougall-attached**  
October's financial report was not available at the time of the meeting. It has been added to the October minutes post meeting and will be moved to be accepted at the November Board meeting.
8. **Charity Report – Carol Anne Ralph**
  - We held a charity game for Partner's in Mission Food Bank and members contributed food and money (\$470)
  - On November 2, we held a memorial game for Ilona Ahrens and donations to the Kingston Humane Society were accepted. (\$370)
  - Some member contributed directly and their contributions were not included in these totals.
  - Profits after expenses taken in at our Christmas party will go to the Salvation Army Hamper Fund.
  - On December 14 we are holding a charity game for Loving Spoonful.
9. Relocation Committee  
Kathy will check Christchurch and Terry will contact some retirement residences.
10. Other Business  
Sectional and Regional tournaments. We have not got a reply from Mark Lacroix after sending 4 emails. There was a suggestion to contact someone at ACBL and Terry will look into it.
11. **Adjournment and next meeting date.**



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**Agenda**

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3. Treasurer's Reports – Anne Herfst
4. Club Manager Report – Terry Demers -attached
5. I/N Report – Suzanne Ryan
6. Education Report – Tammy Gauvin  
Tammy forwarded an email from a person interested in taking F2F beginner lessons.
7. Promotion Report – Elaine McDougall-attached  
September's report was carried over to November and the November Report is included.
8. Charity Report – Carol Anne Ralph
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- 11. Adjournment and next meeting date.**

**TREASURER'S REPORT**  
**for the month of October 2022**

In October, we played 27 games online with 270 tables, 4 games face to face with 28 tables, for a total of 298 tables, and a total game revenue of \$4,402 CDN and a net profit for the month of \$577. The deposit exchange rate to Canadian dollars was 1.33 this month.

In this same month last year, Oct 2021, we played 32 games with 342 tables (all online) and a game of revenue of \$5,006. The exchange in Oct 2021 was 1.25.

Bridge Lessons in October:

Revenue (less HST)	\$294
Expenses (venue rental)	\$297

Free Plays Other	\$150
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BBO \$ were purchased to award winners of special games with free plays plus  
one free play was given to an new player who had to go home because their partner did not show.

Promotion Expense:	\$256 credit
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On Oct 3<sup>rd</sup>, we received a reimbursement from ACBL's Cooperative Advertising Program for the advertising that was done in Kingston This Week Leisure Activity Fall Guide on August 25<sup>th</sup>.

Gifts – get well flowers for Board Member	\$98
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Anne Herfst, Treasurer  
for Board Meeting on 15 Nov 2022

# Profit & Loss Report for the period ending 31 October 2022

Company Kingston Duplicate Bridge Club  
Year 2023

	Actual Oct	Actual Ytd Oct
Bridge Books		52
Bridge Lessons Fees	294	440
Individual Game Fees Online	3 625	28 903
Individual Game Fees F2F	777	4 964
Interest - Revenue	19	2 837
Free Plays Other		8
<b>Revenue</b>	<b>4 714</b>	<b>37 204</b>
Directors Expense	1 820	13 417
Seaway Bridge Club	149	1 029
ACBL Fees	334	4 868
Belleville Duplicate Bridge Club	98	829
<b>Direct Expenses</b>	<b>2 401</b>	<b>20 143</b>
<b>Gross Profit</b>	<b>2 314</b>	<b>17 061</b>
<b>Other Income</b>		
<b>Total Income</b>	<b>2 314</b>	<b>17 061</b>
Supplies for Games - cost		106
Coffee Supplies - Cost		23
Food/Drink Cost		207
Memorial Game Expense		80
Bridge Lessons Expense	297	367
Club Manager Expense	925	5 399
Free Plays Other	150	158
Advertising and Promotions	( 256)	164
Cash Short/Over		( 3)
Postage and Courier		19
STaC Fees		106
Computer Software Expense	30	210
Insurance Facility		808
Insurance - Board Members		826
Bank Charges	2	5
Other Printer Costs	7	53
Office Supplies		
Donations		300
Storage Space Rent	283	2 082
Rent/Lease	200	1 700
Website		161
Zoom License		117
Audit Fees		365
Gifts	98	98
<b>Expenses</b>	<b>1 736</b>	<b>13 349</b>
Depreciation		
<b>Total Expenses</b>	<b>1 736</b>	<b>13 349</b>
<b>Net Profit/Loss</b>	<b>577</b>	<b>3 712</b>

# Kingston Duplicate Bridge Club

## Balance Sheet Report

To: October, 31, 2022

### ASSETS

#### Current Assets

1035 - Directors Draw	100.00	
1060 - Chequing Bank Account	25,498.09	
1110 - GIC	20,085.20	
1114 - GIC 2	15,000.00	
1201 - Acc. Rec. Next Month	4,246.16	
1203 - Kingston Sectional Advance	500.00	
	<b>Total Current Assets</b>	<b>\$65,429.45</b>

#### Fixed Assets

1820 - Club Furniture and Equipment	3,872.72	
1825 - Accum Deprec-Club Furn & Equip	-3,872.72	
1840 - Tournament Furniture & Equipment	11,000.00	
1845 - Accum Deprec - Tourn Furn & Equip	-3,600.00	
	<b>Total Fixed Assets</b>	<b>\$7,400.00</b>

**TOTAL ASSETS** **\$72,829.45**

### LIABILITIES

#### Current Liabilities

2100 - Accounts Payable	499.96	
2201 - Deferred Revenue	216.00	
2310 - HST charged on Sales	612.48	
2315 - HST Paid on Purchases	-106.08	
	<b>Total Current Liabilities</b>	<b>\$1,222.36</b>

#### Future Liabilities

		Total Future Liabilities	\$0.00
		TOTAL LIABILITIES	\$1,222.36
EQUITY			
Net Profit / Loss		71,807.09	
Net Profit / Loss (prior year(s))		67,895.23	
Net Profit / Loss (current year)		3,711.86	
		TOTAL EQUITY	\$71,607.09
		TOTAL LIABILITIES & EQUITY	\$72,829.45

October was busy with 2 club appreciation games. The Dennis Johnston team game was cancelled due to our director down with Covid but also a few others were not able to attend.

- There is some interest in starting our Thursday morning game at 9:15 or 9:30. Both of our directors agree to the start time and the game would be completed around 11:30. **Approved starting December 1<sup>st</sup>.**
- Kevin at Crossroads has offered us playing space Monday and Wednesday afternoons 1:00 to 4:30 for \$150 per session. We set up and take down and would be able to serve our own beverages. He would try to find us storage space. The Monday game would be shared with the Crossroads group. Tim suggested a divider would be put up between the 2 sides and the games would be run separately. **We want to check out other venues before committing.**
- Our Christmas Party is coming up on Saturday, December 10 at 12:00 at the Walnut Grove Community Clubhouse. There will be a luncheon followed by a game of bridge. Cost is \$20 bridge is included. If you only want to play bridge the cost is \$8. Marlene and Riet along with other members are preparing the luncheon and will be reimbursed for ingredients.
- I contacted Jerry Helms via email about holding a Zoom session with him closer to spring. His coordinators will contact us. The offer: We pay him \$200US for one hour. We will offer the event free to our members, Cornwall and Belleville clubs. He mentioned we should have a few questions sent to him in advance.
- I have not heard back from Mark Lacroix concerning possible dates for our sectional and regional. 5<sup>th</sup> attempt. **Nancy Strachan suggested that we contact Sol Weinstein and copy her. Terry will send an email to Sol.**
- I have organized lessons for the beginner classes at the Senior Centre. They are a keen and want to start playing online and at the club. I thought we would start them online on Trickster and BBO. Assunta did a presentation on weak 2's and Sharon is doing 2C openers and other strong hand opening options. No compensation has been mentioned. Lessons run until December 3<sup>rd</sup>. **Suzanne suggested we book the room at the Senior Centre for use with the novice/intermediate group from January thru April 2023. Agreed.**

We will be closed Christmas Eve (Saturday December 24) and Christmas Day. Should we plan something for New Year's Eve? Online or F2F? **No suggestions.**

In the past when dealing with memorial games, a member would approach the manager and request to hold a game in memory of a deceased member. They would make arrangements for food and beverages and other details they might want to include. If there are rental rates for the venue (the event would not be held during a regular game at the club), they would pick up that cost. The club does not organize these events but we are happy to help by providing a director and game supplies. **We will draft a policy. We presently hold an annual Memorial Game to remember and honour all members who died the previous year. Members may request permission to hold a special memorial game. They would be expected to organise the event and cover the cost of food and possibly the venue.**

TO: KDBC Board

DATE: **Sep 12, 2022**

RE: Update from the Promotions Committee

The Promotions Committee held its first meeting on Sep 6, 2022. The discussion was broad-ranging, and we agreed to focus on our stated purpose: developing a communications plan, budget, and materials. We will keep the Board informed as we progress.

However, we also agreed to recommend to the KDBC Board that it consider implementing the following promotional activities without delay:

1. Graduates of Tammy's Bridge Basics classes (at least 75% attendance) should be given:
  - One free play for a F2F KDBC game (no expiry date)
  - A one-year free membership in KDBC to commence on the first day of the calendar year following the class (or whatever the start date of the next membership year is).

*Rationale: it is important to encourage those "new-to-bridge" players to consider continuing their bridge education and experience with us at KDBC. This simple package of complimentary bonuses for taking the courses may provide that incentive.*

2. Promotions of Great Games (70% and ABC) on the club website and by email
  - The I/Ns who do well (ABC games and 70%) games should be promoted in a separate, and ideally higher up part of the website.

*Rationale: I/N players may struggle with not being able to achieve placements on these lists. This recognition will help with their sense of making progression in their bridge experience, and in belonging to the club.*

- In addition to promoting upcoming games, emails that are sent out by the Club Manager should celebrate all 70% and ABC players and their great games.

*Rationale: while recognizing that this information is on our website, not everyone visits the website. In addition, people like to see their names in print, and if it promotes a feeling of belonging to the Club, it is worthwhile to do.*

3. Placement of a standing Free Classified Ad in the Whig Standard.
  - The ad would run 1 day in print (Saturday) plus 3 days on-line

- The ad would be placed under “Community”, sub-section “Activities”
- Text proposed as follows:

TITLE: Kingston Duplicate Bridge Club welcomes you!

NOTICE: Join us to play duplicate bridge! KDBC is Kingston's biggest bridge club and offers lessons and online games as well as a Wednesday afternoon in-person game at 1:00 pm at the RCAFA Hall (200 Hampton Gray Gate). \$8 per person. Free parking. If you need a partner, we can help find one if you contact us in advance (KDBCpartners@gmail.com). Check out our website for details.

PHONE #: PROPOSE TO LEAVE BLANK (?)

EMAIL: bridgecentrekingston@gmail.com

WEBSITE: <https://www.bridgewebs.com/kdbc/>

PHOTO: KDBC logo

*Rationale: there is no cost to this. NB. We can't add too much detail as there is a word limit. Do we want to put in a phone #? (don't think it is essential).*

4. “Active lists” of emails of people that the club may contact for various reasons should be annotated as much as possible:

- Club membership status, and date of joining as a member
- ACBL membership (if we know it)
- I/N player or not (0-750? Or non-Life Master?)
- Active player in past 2 calendar years, indicate BBO, F2F or both
- Not active, but has played with us in the past or attended events at the club and has not asked to be deleted from our mailing list
- If possible, the contact information (emails) of everyone who has ever played with us should be maintained in a separate annotated spreadsheet (with status (member/non-member), notices of death, and requests not to contact further attached).

*Rationale: clean and detailed contact information is important for outreach and communications.*

Thank you. If you have any questions, please let us know.

Elaine McDougall, Chair, Promotions Committee

(Tammy Gauvin, Mac Johnston, Kathy McDonald, Elaine McDougall, Suzanne Ryan, Carole Weir)

TO: KDBC Board

DATE: **Nov 1, 2022**

RE: Update from the Promotions Committee

The Promotions Committee proposed that the Board consider using MailChimp as an email communications tool.

**Rationale:** There are many benefits to using a program such as MailChimp over our current “email +/- attachment” model:

MailChimp will combine the functions of an email to the members with graphics, making an easy to read email that is visually appealing.

There is no need to click on a link to a PDF for a flyer (as we currently often do). This makes it easier for members to read and scroll to get the info that the Club wants them to see.

MailChimp has a free version for organizations with up to 500 members. This should serve us well enough.

MailChimp allows you to segregate email lists, so we can send something to just our I/Ns (for example) if we wish.

MailChimp allows members to unsubscribe (and notifies us of that choice)

MailChimp will give the Club feedback on how many members opened the email, read to the end etc. This will be helpful in understanding how effective our communications are in this format.

MailChimp is easy to use, and has a help function.

MailChimp allows us to upload our own graphics to the emails.

MailChimp emails can be stored as newsletters, and be made available from our website.

**Check out what MailChimp looks like:**

The Kingston Tennis Club uses the free version of MailChimp, and you can look at their website for examples of how it looks at: <https://www.kingstontennisclub.com/>

Click on “Our Club” (top left button) and select “newsletters” and “20 most recent” for examples.

**We can still make newsletters** if we wish, for longer communications (like Holiday or Awards newsletters), although MailChimp might be just as effective!

Thank you. If you have any questions, please let us know.

Elaine McDougall, Chair, Promotions Committee

(Mac Johnston, Kathy McDonald, Elaine McDougall, Suzanne Ryan, Carole Weir)

## KDBC Board Responses to the Promotion Committee's Proposals

The members of the KDBC Board want to thank the members of the Promotion Committee for their great work in preparing the reports and suggestions that were presented at the Board meeting on November 15.

Here are the responses from the board.

- Tammy's students have been issued one free play and have also been offered a free 2023 club membership. 10 students are now new KDBC members and some have started playing online and at our F2F games.
- The club manager will note 70% and ABC winners in email notices.
- We would like to go ahead with the free ads in the Whig Standard. No phone numbers.
- Active contact lists. We presently have Excel lists of members with ACBL numbers, emails, phone numbers. Twice a year we prepare a list of I/N's with contact information for Suzanne. We keep membership lists each year with only the names of active members that year.
- We did not discuss the request to keep lists of non active players or players who have died or requested to be removed from our lists and not be contacted. Presently, the manager removes their information from the contact list, however their name remains on the membership list for that year. This item will be added to the agenda for discussion at the next board meeting on Tuesday, December 13.

The board agreed to try Mail Chimp. Terry will discuss with Elaine how to go ahead.

Thank you for the suggestions and ideas the committee has brought forth. We acknowledge and appreciate all the work the Promotions Committee does and look forward to other proposals for consideration.

KDBC Board of Directors,

December 8, 2022