

Unit 141 Meeting – May 8, 2023

Attendees: April Apfelbaum, Jay Apfelbaum, Ellen Berkowitz, Randee Braslow, Mark Cohen, John Dickenson, Joan Goldstein, John Nothdurft, Andy Rosenberg, Cathy Strauss

Regrets: Becky Levinson

John Dickenson called the meeting to order at 7:10 pm at the Apfelbaum residence, and the board addressed the following topics:

#### Financial Report

The unit currently has more than \$85,000 on deposit. We receive quarterly payments from the ACBL which are calculated as a function of our member count. We received approximately \$2200 in January and \$2600 in April. We also received a March Silver Tournaments at Clubs (STAC) payment of \$405 from District 4. The unit expenses come primarily from running Sectionals. The 2022 October Sectional at Cherry Hill lost \$1200. The January Sectional at Bala lost \$2600. The March Sectional at KOPBC netted a profit which went to the club, not to the unit. The NLM Sectionals generate a small profit. E-mail blasts cost one cent per email address and help drive business for the tournaments.

#### October Cherry Hill Sectional Contract

The board members discussed contract terms for the fall event, scheduled for October 6-8. The contract will guarantee the club \$1800 (\$600 per day) or the net profit, whichever is greater.

April Apfelbaum, as tournament coordinator, will reach out to Bernadette Hennessy May, who will be managing the Cherry Hill event. Bernadette should prepare the tournament flyer in time for board review so that it is approved by the ACBL in time for hardcopy to be distributed at the June Philadelphia Regional in Valley Forge. Randee Braslow has volunteered to advise Bernadette on providing the food service for the Sectional. Contract terms specify a food allowance that is sufficient for presenting attractive lunch offerings. The board voted to raise the card fees to \$18 per session to help cover those costs. We want to make sure that the club does not incur losses.

The Cherry Hill contract is for three years as the board would like to begin a branding effort to create a link between certain Sectionals and the month that they occur. We hope to have the tournament each October, but must be sure to avoid conflicts with other District events. The board voted to include a 90-day mutual cancellation clause commencing at the end of each tournament.

#### May Non-Life Master (NLM) Tournament at King of Prussia Bridge Club (KOPBC)

The master point limit of the May event has been lowered from 750 to 500 in order to comply with new ACBL guidelines which permit the use of a local director. Advance registration has been good with current table count at 16 for Wednesday and 14 for Thursday. Joan Goldstein

reports that she has sent emails to identify a liaison from the ACBL to provide game files and hand records, and to upload the final results to ACBL Live. No answer so far.

### Welcoming Committee

John Dickenson received a CSV file of all new members from the ACBL with a note suggesting that the unit reach out to welcome them. Excellent timing for this committee and a vast improvement over PDF reports. John will convert the CSV file to Excel and circulate to the board for eliminating those people who do not need to be contacted. The committee members will prepare a welcoming script and divvy up the contacts for outreach, concentrating first on recent additions to the list.

### Website/Electronic Communications

Jim Patton, who provides communication services to District 4, sees value in using Pianola software as it enables emails within a given geographic radius as opposed to selecting by Unit number. He also likes Constant Contact. The consensus of the board members was that Constant Contact required too much manual maintenance to keep membership information current, while Pianola was linked to the ACBL member list, providing timely updates.

### Metrics to Measure Board Success

Some suggestions were proposed, including growth of membership, and player advancement through the ACBL ranks. Cathy Strauss stressed that beginners who are taking lessons or attending events like KOPBC's "Points and Pointers" need a comfortable landing place to continue the game. Many of these newcomers still work and need evening or weekend games. Joan will speak with the director of the Center City Bridge Club (CCBC) to gauge his interest in providing a place and time for new players.

### Player Retention Committee

The board decided to put this work aside for the moment. Much of the information on lapsed membership is not available in a timely manner or useful format.

### New Business

In preparation for the Philadelphia Regional in King of Prussia, the unit needs to retrieve the time countdown clocks from Rehoboth. In addition, Jay and April Apfelbaum volunteered to enter the (spooky) Bala Golf Club basement and examine the condition of the 40 bridge tables in storage.

Board members discussed reviving the Annual Meeting and Sonny Jaspan game. The last annual meeting was in 2019, pre-pandemic. Attendance has been historically low. Since we are required to have an annual meeting, members made suggestions as to the best format. We will consider holding the annual meeting on Zoom, followed by a game on BBO. One suggestion was to focus on Non-Life-Masters, in particular those with fewer than 200 master points. If the

game is held as part of a STAC tournament, silver points can be awarded; if not, master points are black. Cathy Strauss volunteered to do some exploring and reach out to Joan Warren who ran the recent games prior to the pandemic. Members are encouraged to send suggestions to Cathy.

Jay Apfelbaum has created a plan/rationale for a change to the ACBL rules to allow a Split Sectional (i.e., a sectional run simultaneously at two different sites). John Dickenson will ask ACBL director Joann Glasson to present the plan to the ACBL board of directors. King of Prussia and North Penn would be an excellent partnership for a Split Sectional a few years from now.

The board voted to give Jay Apfelbaum the authority to negotiate a contract with Bala Golf Club for future sectionals.

Mark Cohen, who will run this year's Philadelphia Regional, as well as the 2025 Nationals in Philadelphia, requested more involvement from Unit 141 in support of these events. The board will work on getting commitment from volunteers in advance of these events.

John Nothdurft circulated his document for organizing the Unit website and volunteered to identify and post the NAP qualifier games.

Next meeting: Monday, July 31st at the Penrose Diner at 5:30 pm, concluding at the Apfelbaum residence.

The meeting was adjourned at 8:50 pm.