

Lake Placid Curling Club – September 12, 2019 **Board of Directors Meeting Minutes**

Lake Placid Curling Club, Inc.
Board of Directors Meeting
September 12, 2019
Hulbert's Tri-Lake Supply
123 John Munn Road
Saranac Lake, NY 12983

President: Steve Urquhart
Secretary: Kimberly Weinrick

Group Email to reach Board Members:
board@lakeplacidcurling.com

Attendees:

Steve Urquhart, Avery Clark, Darren Dalton, Caitlin Keefe, and Kimberly Weinrick

Not in Attendance:

Stephen Maikowski and Bill Getman were excused

President Steve Urquhart called the Lake Placid Curling Club, Inc. Board of Directors Meeting to order at 6:45 p.m. on September 12, 2019. The date was changed by email to the full board due to space constraints, and was rescheduled for September 12, from September 11. All Board Members confirmed receipt, and five of seven attended, constituting a quorum.

MINUTES APPROVED

The August 7, 2019 LPCC Board Meetings Minutes were approved as submitted.

FINANCIAL REPORT

Bill emailed the Financial Report to the Board, which is attached to these Minutes. The current balances from Paypal, checking and savings accounts as of August 31, 2019, was reported to be \$21,978.26. Bill also noted that membership checks are expected to start arriving in late September / early October and the first ice rental payment is usually received in December.

PRESIDENT'S REPORT

Steve led the agenda with old and new business, ranging from the website progress to youth curling and Ice-In and the HOOT dates and details.

Website Status:

Caitlin presented an outline of the current LPCC website, now hosted on Word Press, which incorporates content from the Marketing Committee and information previously gathered. She shared real-time updates of the site with tabs and drop-down menus posted along with the flow of information for the curler and general visitor alike. Sections include About Us, Events, Membership, Governance, How to Join, Donate, etc.

Much of the framework follows the recommendations from Dave Kobe, the previous webmaster, coupled with input from the Board, and Caitlin's prior work.

Marketing Committee Update:

Kim highlighted updates from the Marketing Committee, which is nearly complete with drafting additional content for the website sections, working closely with Caitlin. Once the main pages and tabs are visible, Avery will begin posting the landing pages for LPCC social media platforms to include Facebook, Instagram and potentially Twitter. (One note, the FB administration will be transferred to Avery, from past Honorary Member, Carrie Gentile. Caitlin reached out to have this transfer completed.)

Web content will also include a bio for each Board Member; a sample bio has been provided, and all Board Members are asked to submit their bio to Stephen M. In addition, the Marketing team is featuring a Member Spotlight section, and a template has been created with key questions for Honorary Members to complete if they would like to participate. Initial Members to be featured include Phyllis Magnus, Tom McKernan, Amber McKernan, Roger Steinbrueck and Dave.

The team will streamline the LPCC logo and add the phrase: in Saranac Lake, as well as ensure its consistency in usage. It was noted that there were pins made for LPCC's 30th Anniversary in 2011 as well as other events, all use a slightly different logo. Darren is providing photos of those items to Kim for the Marketing Committee. She is working with a NYC designer pro bono for a slight refresh of the LPCC logo for Board review and approval in the October meeting.

Stephen M will also provide plans for 'swag' options, including its roll out, awareness generation for curling and the club as well as fund-raising possibilities.

Youth Curling & Junior Stones Status:

Based on previous Board support, Kim is coordinating with local schools and the Saranac Lake Civic Center, and all continue to be supportive. The Civic Center is holding key dates while Matt Wolter is looking at ways to offer discounted ice time for the youth pilot program. The Civic Center Board met the previous night, and final schedules and fees will be determined by them prior to the LPCC's October Board Meeting.

The Civic Center is flexible for open ice times that could range in numbers of sessions for discounted ice (expectation to be between 4-8 sessions). In addition, the Civic Center has reiterated open ice times in March, and pending the experiences of the pilot youth program, 4-8 sessions are possible that month at a discounted rate as well.

Family Curling Night is an additional option to engage youth and community on November 1 at the Civic Center. This will be finalized once the youth curling ice fee is determined; the Civic Center is currently holding the date.

Acquiring Junior Stones:

Darren relayed the majority of clubs that had youth curling at one time no longer have those stones available; he anticipates a full set of 16 stones would cost between \$3,000-4,500. There was one remaining contact, Joe Hackett of Ray Brook, who may have junior stones. Kim will reach out to him and revert to Darren. If there the junior stones are not available, Darren will purchase one set of junior stones (8-stones). The Board agreed based on feedback from other clubs and expected costs, 16 stones may not be needed, as children may move up to the full-sized stones once they are 12-13 years old.

Community Events / Lake Placid 40th Anniversary of Olympics:

Caitlin discussed an idea from the Lake Placid Business Owners Association. As February 2020 marks the 40th Anniversary of the Olympic Games in Lake Placid, they asked, would LPCC like to participate in some activities on Mirror Lake? They would clear space on the Lake and ask LPCC to provide instruction and stones for tourists and locals to have the opportunity to curl. Caitlin noted the original date / time was during League play, though she thought there would be flexibility in scheduling if LPCC had interest and volunteers.

While the Board liked the idea of participating in the event in general, especially if a fee could be charged per throw, Steve underscored the work involved in transporting the stones to Mirror Lake and LPCC volunteer time required. He asked Caitlin to see if the LP Business Owners Association would make a donation to the Club to participate. She will check in and revert.

Dues & Schedule for 2019 – 2020 Season

Schedule:

The dues and schedule were previously confirmed by the Board to provide three options: a full season from October to March; or Session I from October to January; or Session II from January to March. The HOOT has been confirmed for Saturday, Feb 22 in Huntingdon, QC. Steve also noted the importance to have Board Members and Honorary Members help on October 12 with the Ice-In. His goal is to have 10 volunteers to help starting at 9:00 a.m.

Steve will update the LPCC Membership and will send a Club-wide message noting:

- Ice-in date of Oct 12, volunteers needed
- Season start with Learn to Curl Opportunities
- Sessions I and II structures
- Dues for Full Season (or individual Sessions)

Avery agreed to help Steve and build a distribution list of the past three years of LPCC Honorary Members to include an alumni group to receive key updates.

GNCC UPDATE

As the GNCC Representative to LPCC, Amber McKernan emailed her GNCC update, and Steve highlighted the report which is attached to the Minutes.

Highlights include:

- GNCC shared that many clubs are already advertising curling events and seasons via Facebook and Open Houses, hosting events around Columbus Day
 - LPCC Officer names should be submitted to GNCC and USCA websites; Darren is following up
 - LPCC Facebook page should be updated with current administrator's contact details (Caitlin has reached out to the current administrator, a past LPCC Member)
- Junior Clubs have cited a challenging transition from junior stones to full weigh stones, (earlier in the meeting, the Board agreed to pursue one set of 8 junior stones, and begin the transition to full weight earlier)
- Pittsburgh Curling Club is building a dedicated curling facility

NEXT MEETING:

The next LPCC Board Meeting is scheduled for October 9, 2019 at 6:30 p.m. at Hulbert's Tri-Lake Supply.

The meeting adjourned at 7:50 p.m.

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