

**Lake Placid Curling Club – November 6, 2019**  
**Board of Directors Meeting Minutes**

Lake Placid Curling Club, Inc.  
Board of Directors Meeting  
Nov 6, 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](mailto: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 November 6, 2019.

**MINUTES APPROVED**

The October 9, 2019 LPCC Board Meetings Minutes were approved as amended.

**FINANCIAL REPORT**

Bill emailed the Financial Report to the Board, which is attached to these Minutes. The current balance from Paypal, checking and savings accounts as of October 31, 2019, was reported to be \$23,176.66. Bill also noted that given the exchange rate, approx. USD1000 is expected to be refunded from the Canada vendor for the youth stones.

**PRESIDENT'S REPORT**

Steve led the agenda with old and new business, ranging from logoed merchandise to be on offer to member engagement and upcoming tournaments.

**Website Status:**

Caitlin highlighted the robust LPCC website, and LPCC Honorary Members have been sharing positive feedback. Caitlin continues to refine the overall site and has built out the Member Spotlight page which is popular, as well as posting new events and programs that are offered to membership, the community and youth.

### **Junior Curling:**

Kim thanked the Board for their ongoing support and noted key LPCC leaders who made the youth programs possible: Darren and Bill prepped the ice and also served as youth coaches, along with Phyllis Magnus and Kim. These youth programs are hosting between 10-14 kids. The children thoroughly enjoyed the pilot program, and completed pre-work to understand the sport's history, etiquette and scoring. (\*Advice for next time is below.)

### **Family Curling:**

The Nov 1, two-hour event was well received in the community and with the school district. This first-time Family Night program was a success hosting 20 families, with more than 50 attendees. LPCC had 6 volunteers: Darren, Tom McKernan, Amber McKernan, Peggy Wiltberger and Phyllis; Kim served as the program coordinator. In the future, we hope to have additional LPCC members participate on the night-of. Parents and kids alike enjoyed the event and posted to social media afterward. Several parents relayed they are now interested in curling and may come to a future Learn to Curl.

### **\*Lessons Learned:**

1. Offer a few kid helmets: Peggy brought 5, nearly all were used (kids 16 and under were to wear helmets).
2. Provide Pizza or snacks while ice is being prepped: this helped the entry process and Amber gave her presentation on curling before ice time, while attendees ate.
3. Manage expectations: This family evening advertised 8 stones per person, and people came away with a lot more and were very happy. (In the future, additional volunteers could help create more of a game / competition moving forward.)
4. For Junior curling, have a maximum of 5 kids per hack during practice. If there are additional kids, it worked well to have them practice sweeping.

**Civic Center Update:** Darren briefed the board on the Civic Center, which is working to diversify its programming. It has additional offerings of figure skating, open skate and youth curling. They are posting photos and updates to the SL Civic Center website to highlight these new programs, in addition to their hockey schedules.

Separately, construction planning continues and is expected to begin in earnest in April 2020.

### **Upcoming LPCC Events, in addition to the regular schedule:**

- **Dec 21: Albany Friendly**, *Darren is lead*
- **TBD: LaColle Friendly**, *Cait is lead*
- **Dec 29: Holiday Learn to Curl**, *Steve is lead*
- **Jan 5: Session 1 Playoffs**
- **Jan 12: Learn to Curl**, *Steve is lead*

- **Jan 19: Holiday Party** at *Bill & Sylvia Getman's home*
- **Jan 26: Session 2 begins**, *Draw teams and Start play*
- **Feb 1: Winter Carnival on Pontiac Bay**, *Darren is lead*
- **Feb 15: Olympic 40<sup>th</sup> Anniversary, curling on Mirror Lake**, *Cait is lead*
- **Feb 22: The Hoot in Huntingdon, QC**, *Amber is lead*

Steve will update the Membership on upcoming activities, the new logo and that merchandise will soon be available.

#### **Email issues:**

Steve noted issues with distribution email lists for both the LPCC Member and the LPCC Board groups. Some members were not receiving club-wide emailed updates, and Bill is not consistently receiving Board emails. Steve is working with Dave on streamlining this process for updating distribution lists, and ensuring Members have registered to be a part of the list/s.

Avery helped Steve build out an email distribution to reach curling alumni who are no longer active members and invite them to one-off events.

#### **Marketing Committee Update:**

With the refreshed LPCC logo approved in October, Kim shared an update from Stephen M on merchandise opportunities for the Club. He partnered with Bear Essentials to keep business local with the plan to provide logoed hats, caps, jackets, vests and t-shirts for Members and Guests with a modest additional charge to benefit the Club. The board approved the merchandise and the process, and Stephen M will proceed with having order forms and logoed samples for the Club during upcoming Sunday curling sessions.

Stephen M is also coordinating with the ROOST and other local outreach groups, including SL Townhall and the Chamber of Commerce to help spread the word on curling events, especially Learn to Curl dates.

Avery is managing curling updates to Facebook and has a landing page for Twitter. He has also designed the Learn to Curl poster to be used across platforms and in town.

#### **Community Events / Lake Placid 40<sup>th</sup> Anniversary of Olympics:**

Caitlin gave an update from the Lake Placid Business Owners Association. As February 2020 marks the 40<sup>th</sup> Anniversary of the Olympic Games in Lake Placid, LPCC will provide the stones and coaching for a closest to the button type event on Mirror Lake, February 15. Cait successfully requested the group waive the fee for LPCC and the LPCC Board voted to participate in the event.

#### **COMMITTEE REPORTS:**

**Nominating Committee:** Steve and Cait will provide an update in the next two meetings to recommend members for the open Board positions.

**Equipment:** Darren relayed that some of the brooms and other equipment are worn out and should be removed from rotation. Members will be encouraged to buy their own equipment.

**Winter Carnival:** Darren will work with Roger on leading volunteers to help prep the ice, this will be weather dependent.

**GNCC UPDATE**

As the GNCC Representative to LPCC, Amber had no report at this time.

**NEXT MEETING:**

The next LPCC Board Meeting is scheduled for January 8, 2019 at 6:30 p.m. location at the Hotel Saranac (future meetings to be held at the SL Library).

The meeting adjourned at 7:45 p.m.

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