

Lake Placid Curling Club – May 25, 2022 Board Meeting Minutes

Lake Placid Curling Club, Inc.

Board Meeting

May 25, 2022, 5:45 p.m.

Via Zoom video call

Officers:

Kimberly Weinrick, President

Katrina Dearden, Secretary

Cait Keefe, VP & Membership Coordinator

Dott McMenemy, Treasurer

Steve Maikowski, Marketing

Mark Hofschneider, Director at Large (website)

Aimee Fredette, Director at Large (social media)

Present:

Kimberly Weinrick, Dott McMenemy, Aimee Fredette, Katrina Dearden, Cait Keefe

Agenda:

- Quick look at Year Ahead:
- Feedback from Matt Wolter / Darren Dalton of the Civic Center on scheduling / ice time
- Consider hosting a Community Day for nonprofits and School Day while the ice is in, and a full / empty day
- Consider creating an onboarding welcome 1-2 pager on Curling and LPCC Review Tom's advice such as under 5s seeking out friendlies
- Discuss approach / ideas to season given disruption of games
- Financials & Other business

Meeting Minutes:

The LPCC Board wall called to order on May 25 at 5:45 pm via zoom.

Year Ahead: It's an exciting opportunity to have the University Games this season in Lake Placid & Saranac Lake with more than 50 countries represented.

For the next meeting, let's think about how we can, as the board, serve our members and serve as ambassadors of the community and of curling?

The construction and updates to the civic center are progressing well and it seems substantially so. The current planning is for the ice to go in around Thanksgiving. This means one less month (starting late) and another month less (for the University Games). There is a potential for the season to run longer than March (though the bylaws state that the annual meeting must be in April so we would need to be hosted).

Open Ice: Discussions included that members begin to leave for spring break or transition out of winter activities which could make it harder to expand the season after March. A suggestion was made to stick with the traditional season ending in March and then maybe optional extended season with pick up games later if the ice is still available.

Another possibility is that we could count a 10 week season with the breaks in the middle and if this leads to a season ending in April that would be ok. Though all of this would be dependent on the ice availability and if the civic center is able to extend into April anyway.

A survey will be put together to go out to members about the season structure. Aimee will put it together but not yet send it out yet. Questions would include asking about whether members would be interested in extending the season and then the model of what this may look like.

A question came up about renting ice from ORDA during the month of October to get the season started. Though it's unclear if the ice could be prepped for curling and if there would be ice time available. More information will be collected on the Lake Placid construction time line to see if this is a possibility.

January & the Games: The University Games is considered a once in a lifetime opportunity so what can we do to meet our mission of sharing the love of the game with the community? If it is actually the case that the local club gets to curl on the ice after the games which can also allow for others coming out to try the sport. Though we need to be careful that we are not taking ice time away from the members of the club.

Community Engagement Ideas: If there is a longer period of ice allowed can we use a day to invite local non-profits to try the sport. Build up excitement and then remind them to come out for the formal games to cheer and spectate. Another day could also be used to go to the school and offer curling to the kids. First by going to the school with a stone to do a presentation or assembly before bringing them out to the ice (which would require the expense of a bus). Pre-COVID we hosted a family night that was capped to 25 families which could also be nice to replicate.

“Non-profit bonspiel” inviting multiple non-profits to come to the learning day and enter a team to curl against other community non-profits.

Signage & Marketing Ideas: To share our brand during the University Games, the question came up if we could share our pins with the athletes as well as hanging a large banner in the civic center with our updated logo. Can we also get vinyl stickers made to distribute? Can we also get a sign to hang by the playground to

recruit for future years “LPCC welcomes the University Games”? ROOST may have grant money available for marketing materials (signs, flags, etc).

A one pager with the rules and unspoken rules of curling (or curling etiquette) that would be targeted for new members but available for all members. This may become important in teaching etiquette now that we want to start sending club members to other clubs for bonspiels.

Bonspiels: A dedicated sub-committee will be formed to find and organize teams for bonspiels to help fill the gaps for the two months that we will not have access to the civic center (October and during the University Games).

Season openers: A suggestion was made to invite the mayor to “throw the first stone” at the first local curling game to create more ceremony and bring attention to the game of curling before the University Games start.

Financials from Dott: LPCC's taxes were completed by, The Hoffman Eells Group CPAs, P.C. Tax information was submitted on time and an extension was preemptively requested but the auditors were still delayed which caused a true need for the extension.

Postage stamps may be going up in price in July so Dott will purchase a book of stamps before the price increase.

Rotary club provided a grant for the youth curling program. The grant money is restricted for ice time for youth and the school may have funds in their enrichment programs through other grants for a bus. School programming can be reviewed once administrations are back in session (in Sept / Oct). Special thanks to Cait and Kim, Rotarians.

Meeting adjourned at 6:15 p.m. The next Board meeting will be scheduled over the summer via email.

#