Lake Placid Curling Club Board Meeting

Thursday, September 11th

7:00 pm via TEAMS

Present:

Jackie, Ed, Sue, Andrew, Katrina

Season Schedule

*See Attached

Membership Dues

Ice time is $245.00 per hour ($10.00 increase per hour from 2024-2025)
19 Sundays

2.5 hours per Sunday - $612.50

19 Sundays - $11,637.50

GNCC - $15.00 per member
$7.50 per insurance

Last year's fees:

Full year: $325.00

Session #1 - $195.00
Session #2 - $195.00

Full season of subbing: $290.00
Session #1 - $145.00
Session #2 - $145.00

Advertising/Social Media for Learn to Curl

Ed's Estimate of 2025 Costs Based on Increasing the Membership Fees to $350 and a Minimum of 36 members for both sessions.

- Ice Time: $245 x 19 sessions = **$11,638**
- Insurance and Fees: **$22.50**/member: $22.50 x 36 = **$810**
- $350 x 36 = $12,600 — 2025 Member Fee x 36 Members
- $12,600 – 11,638 = $962 & Fees — Fees collected – Ice Time = Funds for Insurance
- $962 – $810 = **$152** — Member Fees Remainder – Insurance & Fees
- Positive $152 to Savings

Meeting Minutes:

Painting the House will be done by the Civic Center

Civic Center approved all our requested dates for ice use. Oct 19 will only be for people who have curled before, not a learn to curl

Equipment:

- We are looking into sticks
- John is working on making more stabilizers
- Sue feels we need more brooms for learn to curls
- Jackie will check to see if we have an equipment budget

Finances:

- We are working on finding a finance chair now that Dott has rolled off the board
- Alumni and Learn to Curls: how much should we charge? It needs to be cheap enough that people will attend but not so cheap that we loose a lot of money
    - Learn to Curls: what are the primary purpose of these events? Should they be a lost leader just to get more members or be a good neighbor in the community? Or do we need to make money on them which may sacrifice participation
        - If we are using them for marketing then should they be free and the membership understands that they will be covering the costs of the event
        - If the event is free we could limit the number of participants to the first xx number of people who show up.
            - **Andrew made a motion to make learn to curls free, which Ed seconded**
            - Sue also suggested selling our pins and patches (or other merch) at the event to make some money

        - Sue will make flyers for both the alumni event and the learn to curls that will be distributed around town and on social media
        - Press releases to both the Adirondack Daily Enterprises and Tupper Lake free press were mentioned - Jackie will write them
            - Ed also reminded us about the discussion to submit our scores to the paper for more press
            - We will also invite Aaron Cerone to the learn to curl event to write up an article for us
- Membership dues: $350/year or $200/season
    - Motion made by Ed for these prices, seconded by Jackie
- Sub dues: Jackie made a motion for the sub dues to be $300/year or $150/season
    - Discussion was had as to what would encourage people to pay $200 to be on a team instead of $150 to be a sub and be on the ice each week
    - Alternatively we have in the past had subs pay per day on the ice
        - Andrew made an alternative motion to charge subs the cost of a membership per day but this would be hard keep track of
    - Andrew suggested sub packages for 4 Sundays at a time for $100 but once again that is hard to keep track of
    - It was decided to make the sub price a little less than the membership fees but the bye team would be called first or the subs pay the same as the members and get priority over the bye team
    - **Andrew made a motion for subs to be $150/season, seconded by Katrina**
        - Priority will be given to the subs and not the bye team because the price is the same for members and subs
- As a 401(c)3 we can solicit corporate sponsors and possibly make a poster in the civic center lobby that lists the sponsors

Season

- It was stressed that the rosters should be engineered so that there is a bye team each week
- The google form will be used for new members as well as a printed one for new members who do not have access to the virtual form which will be inputted into the google form so that all responses are consolidated into a spreadsheet to be distributed.

Misc

- Sue will make up the flyers and Andrew will print them on his commercial printer. Sue will then deliver them around town

- Nametags: Jackie will ask Kim who the company is that does our nametags so that Ed can make sure everyone has a nametag at the start of the season
- Andrew is looking into friendlies and bonspiels
    - Albany already has us on the schedule for a friendly