

**Eau Claire Curling Club Board
Board Meeting May 9, 2018, 6pm**

Agenda:

1. Election of Board positions
2. Lease extension update/decision
3. Updated job description for Curling Club Manager

Attendees:

Board Members: J. Todd Berg, Kelly Berry, Jenna Burchesky, Krister Nevin, Jennifer Severin, Dustin Steinbrecher

Non-Board Member attendees: Jeff Thompson, Alison (UWEC student), Bob Fuller, Geoff Goodland, others (don't know all the names)

Absent Board Members: Clint Merrick

Minutes of Meeting:

Meeting called to order at 6pm by J. Todd Berg, past Vice President.

Agenda Item #1: Election of Board Positions

President: Krister Nevin nominated Todd Berg to be President. The motion was seconded.

Vice-President: Todd Berg nominated Jennifer Severin to be Vice President. The motion was seconded.

Secretary: Todd Berg nominated Kelly Berry to be Secretary. The motion was seconded.

Treasurer: No one was nominated for this position at this meeting. Pete Marsnik is the former Treasurer but is no longer a Board Member. He has offered to help during the transition to the new Board. A new Treasurer must be appointed at the next meeting.

ACTION ITEM: Board Members must appoint a new Treasurer at the next Board Meeting

ACTION ITEM: Board Members must decide who will sign the liquor license for the next season

Agenda Item #2: Lease extension update/decision

Geoff Goodland serves as the liaison between the EC Curling Club and the County of Eau Claire/Parks and Forestry Department representatives who own the Curling Club/Expo building. According to Geoff, we need to formalize an agreement with the County moving forward to extend our lease. Even if the Club membership decides to build a new facility, it is prudent to

ensure we have a lease for the upcoming years so we have time to raise funds and build a building.

The tentative plan is for ECCC to pay for upgrades to the HVAC system in exchange for an extension of our current lease agreement (which has us paying \$0 per month). In effect, we are 'prepaying' our lease payment by covering the HVAC improvement cost.

The current engineering estimate from Apex Engineering takes out the low-e ceiling we wanted, eliminates dehumidification and scales back the renovation of the ice area in order to cut costs. This bid comes in at \$190,000. In exchange for ECCC covering this cost, Geoff is attempting to negotiate with the County for two six-year extensions to our current lease. The first one will cover the first \$95k in costs. If the ECCC decides to vacate this location during that six-year term, then we will lose this \$95k in funds. The second six-year extension will cover the second \$95k in costs. This money will be refunded to the Club by the County if we move during that time period.

Todd Berg asked if dropping the low-e ceiling and dehumidification now would make it difficult to add back alter. Geoff said that we are are not making progress on a new building site, then we can make plans to add back those options and stay in the existing building.

Jen Severin asked if we are leveraging our non-profit status to minimize our costs. Geoff said that we were.

Geoff said that next steps include preparing the draft for the two six-year lease extensions as described. This lease extension would then come to the Board for approval. The Board would then decide how to handle finding the \$190,000 in funds to cover the cost. He believes that the renovations won't happen this year, since we need to fund raise to cover the cost and avoid too much debt. Geoff has some ideas for donations of materials and perhaps some donated labor but any additional funds would have to come from Club funds or new fund raising efforts.

Jennifer Severin asked if we could use the USA Curling Club Darwin Curtis Grant to cover these "bricks and mortar" costs, but the concern is that the deadline for the grant application is June 1 and we won't have time to gather all of the necessary information.

ACTION ITEM: Geoff Goodland will keep the Board updated on negotiations with the County on the lease extension.

ACTION ITEM: The Board must decide how to finance the \$190,000 cost

Agenda Item #3: Club Manager Job Description

Following Jeff Thompson's resignation from the part-time paid position as Club Manager, the Board determined that an updated job description was necessary before making a decision on filling this role.

Todd Berg indicated that a club member offered to volunteer to handle the facilities portion of the Club Manager duties. This includes maintaining inventory of all kitchen and bathroom supplies including beer, plates, utensils, paper towels, toilet paper, etc.

Since there is a volunteer to fill this position, Board members agreed that it made sense to take advantage of this opportunity. Jennifer Severin suggested that we should line up a back-up volunteer in case this person is unable to complete the inventory maintenance tasks any given week, to ensure the club doesn't run out of supplies.

Board Members agreed that with a volunteer for facilities, the Club Manager position can then focus on supporting and growing the club membership. This position can be paid, with a similar budget as the previous position under Jeff Thomson.

Jeff Thompson requested permission to address the Board and discuss the issues that led to his resignation and his goals for the Club Manager position moving forward. He is happy to turn over facility duties to a volunteer so he can focus on member support, recruitment and communications as the club spokesperson.

There was some discussion about the importance of the website as a marketing tool, and whether there was any value in the use of social media (mainly Facebook). Kelly Berry and Jennifer Severin both indicated that they felt that the website should be not only a tool for existing members but also a recruitment tool for potential new members. They also both expressed the importance of maintaining regular messages on the Facebook page.

The Board agreed to split the Curling Club manager position into two positions: a volunteer position to maintain the facility and handle inventory, and a paid position to maintain a long term connection to the community as "the face of the Eau Claire Curling Club." The paid position would cover any spokesperson duties, as well as club member recruitment and retention.

Based on time constraints, the Board agreed to work to more clearly define the roles and responsibilities of the volunteer facilities manager and the paid communications/member manager at the next Board Meeting.

ACTION ITEM: Todd Berg will communicate with the person who volunteered to handle facilities management that the Board agreed to this volunteer position

ACTION ITEM: All Board members must work to create a job description for the two positions – the volunteer facility role and the paid member/communications manager

Additional topic: ECCC Website

Kelly Berry mentioned that the USA Curling Association Darwin Curtis Grant fund could also be used for marketing help, including improvements to the website. Several Board members and other meeting attendees expressed frustration with the current website, both as a marketing and recruitment tool, and as a registration tool for current members.

Link to Grant information: <https://www.teamusa.org/USA-Curling/Clubs/Member-Programs/Darwin-Curtis-Grant-Program>

These grant programs require the Curling Club to cover half of any marketing costs and the grant will match dollar for dollar. Contributions can be in kind as well as actual dollars, but any donated time must be carefully tracked. Dustin Steinbrecher suggested we contact Jerry Bauer of JB Systems, a local web developer who has created a volunteer time tracking system that we could use for that purpose.

Jennifer Severin offered to work on completing a grant application for marketing services, focusing on website improvements. She will need input from the Board members to get some ideas on what we need, what it will cost and how we will recruit and track volunteers.

ACTION ITEM: Kelly Berry will seek out information from a website developer who already has a sports management tool that could work for the Curling Club to consider funding development through a grant program.

ACTION ITEM: Jennifer Severin will try to complete a grant application for marketing funds to enhance the website and messaging/communication to current and future members. She will reach out directly to Board and other Club members as needed to obtain information to complete the application.

Additional Topic: Member Dues and Member Volunteerism

Todd Berg said that the Board must decide if we want to keep the membership dues the same as the 2017-2018 year or increase them. Former Treasurer Pete Marsnik recommended keeping dues the same for the upcoming curling season. Jennifer Severin asked if we could alter the registration process to either require registration for volunteer hours or to collect funds up front that would be refunded if a set number of volunteer hours were completed.

Todd and Krister are opposed to charging in advance to ensure volunteerism. Kelly suggested that we work on increasing the messaging about the importance of volunteerism in the club this year, as well as finding ways to document volunteer jobs and track volunteer hours completed. Increasing visibility of the need and communicating the volunteer tasks will hopefully increase volunteerism, and if not then we can consider charging higher dues for members who don't volunteer.

Next Board Meeting

Todd mentioned that Clint Merrick is not available on Wednesday nights, which is why he wasn't at this meeting. He asked the Board if the monthly Board meetings could be moved to Tuesday nights. The Board members agreed.

The next Board Meeting is scheduled for Tuesday June 5 at 6pm at Modicum Brewery. The Brewery is closed for business on Tuesday nights but agreed to open for this Board meeting.

The Board Meeting was adjourned at 7:30pm