

CHARLOTTE BRIDGE ASSOCIATION

BOARD MEETING MINUTES

JUNE 1, 2022

Present via Zoom: Jack McMahon, Rich Welc, Pam Barry, Janet Case, Len Case, Marilyn Goodrich, Gainor Eisenlohr, Cathy Miller, Veronica Barnes, Chris O'Connor

Financials: Chris reported that we have a net deficit for the month of May of approximately \$2400; however, there is a lag time in payment of some bills so this figure is not necessarily reflective of our cash flow situation. He has determined that to breakeven we need revenue from 160 tables per month and are currently realizing around 63.

Longest Day: Cathy is running the program this year. There will be 2 full games with a lunch break between, subsidized by the JCC. Greg LeBlanc has offered to give a talk between the games. We have a few items for the raffle (weekend at Sunset Beach, Yeti cooler, gift certificate, etc.) but need more. Cathy needs someone to step up and take responsibility for the raffle. Play with a pro may work well for online games. Cathy will publicize. Cathy is working with Rhea to have her games contribute. Rich offered to contact Lake Norman and Concord clubs as well. The deadline for contributions is the end of August so we needn't feel pressured to accomplish all fund raising on the Longest Day. Jack emphasized that we shouldn't set prior year donations as a benchmark. We are operating in a different environment with significant challenges to fundraising.

Resolving Decline in Face-to-Face Participation: Lengthy discussion re. how to encourage players, particularly limited, to return to the club and how to recruit new players for face-to-face play. Attendance is down for many reasons which were reiterated extensively. These include traffic, convenience of on-line play, fear of Covid, etc. The solution is not in sight. Several possible approaches were discussed with an emphasis on financial incentives which may or may not be effective. The only agreement reached by the group was that limited players are the ones in greatest need of attention. A limited game, say under 600 masterpoints, might be useful. Additionally, Pam and others proposed a "training game" at the club where a director (possibly Greg LeBlanc) would lead recent

class members through the mechanics of the game, such as table etiquette, using bridgemates, etc.

Marilyn Goodrich: The group joined Jack in thanking Marilyn for all the work she's done to support the bridge club. She will be missed.

Adjourn: Next meeting will be Wednesday, July 6, at 4 pm via Zoom.