

NORTH SHORE BRIDGE CLUB

MINUTES for the COMMITTEE MEETING held in Castlecrag

At 1pm Tuesday 30 November, 2021

1. **Attendees.** David Fryda (Chair), John McIlrath, Les Grewcock, Maryann Russett, Elana Kohn, Mark Guthrie and Winston Horne. Also, Gary Barwick and Liam Milne were in attendance.
2. **Approval of Minutes of 28 October, 2021 meeting.** The Committee meeting minutes of 28th October, 2021 were approved.
3. **Q&A or Discussion on Managers reports.** Gary's report re: online bridge covered RealBridge Release 1.1.2 changes, the proposed Thursday night 2022 Calendar and an update on weekly table numbers. The Committee asked Gary to report at the next meeting, the current table numbers compared to 2019 pre-COVID table numbers. Liam reported that F2F table numbers are slowly growing at The Willis. He also noted that the café offerings need work and he is discussing this with The Willis management. Liam also noted the high level of interest in the member Christmas parties at The Willis ("TW") and East Lindfield. Liam was asked what needs to be resolved during this trial lease period at TW. Liam answered more storage space is needed; holding morning sessions at The Willis needs to be investigated. Operationally, Liam intends to ensure holding concurrent sessions at TW and EL does not occur unless they were different categories of bridge e.g., Rookie and Restricted at one location, open at the other. The Committee agreed that a survey of The Willis attendees should be done before a long-term lease is negotiated. Finally, the Committee agreed that it should be assumed that a long-term lease is organised for The Willis so that advertising for congresses, teaching etc can occur for 2022.
4. **Q&A or Discussion on President's report.** David noted there was nothing to report that isn't already covered in the operational reports and the strategy documents.
5. **Q&A or Discussion on Subcommittee reports**
 - a. Business Development – The Committee supported the Hyegrove pairs event be held in March 2022. A suggestion was made to conduct a draw such that every time a member plays, he/she is entered into a draw with a prize awarded at the end of the month/quarter/year.
 - b. Tournament Committee – Gary is working on the tournament/congresses/events 2022 calendar. More members of this sub-committee may be needed in 2022. The Committee agreed the Tournament Committee should be involved and oversee congresses in 2022. This may involve this sub-committee taking on more responsibilities in 2022.
 - c. Teaching - The Committee supported the great work of the teaching staff especially during the beginners' lessons currently in process. Elana is to ask the teaching staff to ensure beginners exiting the lessons are aware they must be COVID vaccinated before they commence F2F sessions at the club.
6. **Q&A or Discussion on Treasurer's Report.** Les's report covered the ten months financial results for the club. Questions were asked on any unusual, non-recurring income and

expenses in the results in order to assess what a “normal” month would look like now that F2F bridge has resumed.

7. **Q&A or Discussion re: Leo Goorevich.** Winston talked about his discussion with Leo on the work he does on the club’s website. Leo indicated he is happy to continue to do the work he does.
8. **Strategy Topic #1 – Online Bridge Strategy 2022 and Beyond.** Gary’s strategy paper covered general observations of online bridge in 2021, when members are playing, beginners lessons and streamlining the schedule in 2022. Recommended actions for 2022 included increasing and improving the Thursday night session; creating a long-term partnership matching facility; creating “fun daytime competitions”; continuing to improve the RealBridge website; re-engaging with our membership base; developing “social rooms” on RealBridge; improving video announcements; improving social interactions; developing a tournament guidebook; and developing a bridge etiquette book especially for beginners who haven’t played F2F.
Gary was asked to follow up on a number of items.
9. **Strategy Topic #2 – Face to Face Bridge Strategy 2022 and Beyond.** Liam’s paper covered the current table numbers and sessions at EL and TW. It also analysed the number of members who played during the six-week period ending 28 November. What F2F bridge players want, the social appeal of F2F, differentiating F2F bridge from online bridge, events, competitions and congresses, engaging with current members and reactivating dormant members were some of the topics discussed.
The Committee agreed with a number of the recommendations made by Liam re: face-to-face bridge in 2022.
10. **Strategy Topic #3 – Medium to long term financial forecasts.** Les’s Finance Strategy paper looked at the club’s financial position, annual subscription fees, table fees, investing and the photocopying arrangements with Kubic. Les noted that it is very difficult to estimate the 2022 income and expenses for the club because of the many variables and unknowns involved. The Committee agreed to implement the 2022 membership fees discussed at previous meetings.
11. **Strategy Topic #4 – Member Communications – Newsletter, Website & Social Media.**
Liam’s paper on this topic covered email communications, newsletters, the website, social media, logos and branding and other event promotions. The following recommendations were accepted by the Committee.
 - a. The club is to invest some time, money and resources in building an email campaign platform that sends rich, targeted, personalised emails to members, potential members and players from outside our club. This platform could be used for online, F2F and the teaching staff.
 - b. A “promotion pipeline” spreadsheet for all club events is to be created with the aim of boosting member engagement.
 - c. Gary volunteered to become the brochure editor for 2022 to produce effective and visually appealing advertising materials for all our events. Blaze Marketing may be involved in these activities.

12. Strategy Topic #5 – Recruitment of 2022 Committee members. A list of members who may be interested in joining the committee in 2022 was discussed. As well, David is to write an article for the Newsletter on this topic.

13. Strategy Topic #6. – Organisational structure. David reviewed the strategy agreed to in February 2021. He also highlighted what had occurred during the year and the club's achievements during that time. The Committee agreed with David's recommendation the club needs to hire a competent General Manager with experience running a club of a similar size to ours. A number of actions were agreed to including the formation of a subcommittee to lead this activity.

The meeting finished at 6:10pm

David Fryda

President