

Pittsburgh Curling Club Board Meeting Minutes

9/14/2021

7:30

491 McCoy Road

MEMBERS PRESENT	Dustin Devine, Sean Mizerski, Nick Connolly, Travis Eiler, Burt Cubbison, Marie Rose, Steve Buffington, Mark Robinson, Daphne Roberts, Leonard Jarabek, Deb Spang
MEMBERS ABSENT	Erin McManus
OBSERVERS	Sarah Fissella, Ryan Fissella
CALLED TO ORDER	7:30 PM

APPROVAL OF PREVIOUS MINUTES

DISCUSSION		
<ul style="list-style-type: none"> • A member feels that there should be specific names linked to all comments/discussion points in the board minutes so that anyone looking at the minutes could know which members brought up which ideas/points during the meeting <ul style="list-style-type: none"> ▪ Members checked best practices for non-profit organization board meeting minutes and found that names should only be identified for specific cases such as: who is present/absent, names of people making/seconding motions, the member taking minutes • Roberts rules are followed for election, we have not followed Roberts Rules for board meetings as it would make the meetings impossibly long • August minutes must complete sentence surrounding LTC policy 		
CONCLUSIONS		
<p>Approval of Previous July's Minutes: Devine/Roberts; abstains Cubbison, Spang Approval of Previous Month's Minutes with correction: Devine/Robinson; motion approved unanimously</p>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Fix incomplete statement in August meeting minutes	Eiler	

MEMBER COMMENTS

DISCUSSION

- Mark Evan's was talking about getting old members who have not joined the club to rejoin us. He wrote up a letter that he proposed be sent to all former members. In his letter he suggests we allow former members to curl at the club on select nights during the first two weeks for a reduced price of \$20
 - Believe we have master list of all former member email addresses
 - Discussion surrounding creating a plan to get these past members back in the building
 - Had discussed in the past offering past members a tour of the building, throwing a rock for no cost
 - Discussion that sending a letter to a past participant who we haven't talked to in several years and asking for a fee to come throw some rocks probably wouldn't convince many people to come out
 - Could offer a package of three or less sessions without being required to send dues to the GNCC
 - Should this package be two or three sessions?
 - Would not be required to sign up for all sessions, these participants could sign up for one, two, or three
 - The cost of this package would count towards a membership package if they sign up
- Daphne read the following into the minutes that she is presenting from herself as a lifetime member:

2021-09-14 Statement from Daphne Roberts to Pittsburgh Curling Club Board of Directors

When someone tells us something that we don't want to hear or with which we disagree, it's our human nature to dislike the person delivering the message. This makes the message no less important. That being said:

We, the directors of the club, need to understand the customer vs the member. A customer is concerned with themselves, the convenience, the price, the entertainment value; not so much the success of the entity providing the things. If the entity fails, they'll shop elsewhere. A member is like a shareholder in a company; think of a company with an employee stock ownership plan. When the company prospers; the shareholders gain more benefits.

We're shareholders, and further have been elected to govern the entity. It's our duty to understand the value of the entity, and since it's in our interest for it to prosper, it's our duty to "sell" the value of our product. Especially while as a governing shareholder.

In my decade and a half of martial arts sales, I had to learn to believe that the value of the product far exceeded the price of the product. When customers and potential members said it costs too much, we responded with examples of value that they might not have considered. We should never advocate that the product is not worth the price or costs too much, but rather find a suitably-priced membership that works for the customer's needs.

If someone can't afford the cost of unlimited membership, suggest to them that twice or three times a week would be a fine option. Who really has time for much more? Promote people buying the membership they can afford, rather than advocate that it's unfair what they are being asked to pay. Directors should set a different tone. If you're on the board to get your friends a better deal, then you're not serving in good faith and shouldn't be here.

Then, once a customer has joined as a member, we need to understand that as club governance, we set the example. We can educate the new member about the unique values for the price, and also the reasons they should consider themselves like employee owners, shareholders; if the club succeeds and prospers, they benefit and have more opportunities, we all benefit, curling benefits.

As far as volunteering, do those who pay the most volunteer the most? I'm not sure whether this is the case; I've seen a lot of members who have only curled once a week or even not at all over the summer, helping at the bonspiels. And again, it's our job to "sell" the value of volunteering; not to support the attitude, "If I have to pay more, then I'll resent that and help out less." Volunteering must be explained as adding value to the club that you're a part of, the thing you own, the thing from which you'll benefit more when it is successful.

While of course we need to understand the demographics and desires of our customers and members, this is not a representative government, it's a governing body board of a non-profit corporation. We're not going to congress to represent the people; we're here to ensure that the company succeeds and prospers. It's not your job to come here and fight against the people on the board trying to ensure the success of the business.

These are our jobs as the governance of this entity; it's our duty, our fiduciary duty to the club. If we can't do this, we don't belong here on this board. We must not think about ourselves, our own needs; we must think about the club first. This is also our fiduciary duty.

- Member comment concerning website update
 - Member had anonymously suggested that the website should be updated
 - Travis will follow up with member regarding the boards discussions surrounding their plan regarding a website update
- Member comment concerning social media
 - Member had anonymously suggested that the PCC was not using social media appropriately, specifically Twitter.
 - Member felt that the club was tweeting at to many local businesses without them reciprocating

- Board discussed at one time some of these local businesses had followed the club, and that was likely the reason the account had continued to reach out to them.
- Discussion that a larger issue with social media had been it not driving membership or bonspiel signups as much as possible.
 - One recent post suggested buying the club an expensive backyard curling set as a Christmas gift for example

CONCLUSIONS

Motion to create past membership package rate: 1st session free, 2nd and 3rd session \$20 per, if they buy membership following this the rate would be deducted from the cost of full membership. Buffington/Robinson; motion carries unanimously

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Will discuss sending out email to past members with Mark	Buffington	

BOARD ANNOUNCEMENTS

BOARD MEMBERS

DISCUSSION	<ul style="list-style-type: none"> • Ice Removal <ul style="list-style-type: none"> ○ Had 19 members total come for ice removal ○ Do not do this over holiday weekend in the future ○ Must get members signed up for this prior to starting ○ Water was not an issue fortunately ○ Need about 20 people there at one time and could get this done over a weekend • Ice Reinstallation <ul style="list-style-type: none"> ○ Houses ordered 8/2, have not shipped to this date ○ Paint is here ○ Donation for one set of camera's, will pick up lift tomorrow to prepare for instillation • Website <ul style="list-style-type: none"> ○ All minutes have been added to website ○ Contact information updated ○ Options to update website <ul style="list-style-type: none"> ▪ Example of wordpress update to the current site available, could be rolled out shortly ▪ SAAS vs Own Website <ul style="list-style-type: none"> • SAAS cost is roughly \$550/year
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	<ul style="list-style-type: none"> • Discussion whether we would be able to ensure that future members would have the knowledge/desire to continue running the website <ul style="list-style-type: none"> ○ Would want this to be run by multiple members to ensure the knowledge was passed on and updates could continue ○ Would need instructions written so that these could be passed on ▪ Next step is to get demo's for SAAS and see if any meet our needs <ul style="list-style-type: none"> • Board meetings will now begin at 7p 		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

MEMBERSHIP

DISCUSSION			
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

OUTREACH

DISCUSSION			
<ul style="list-style-type: none"> • Member presented the idea of utilizing Groupon for club advertising <ul style="list-style-type: none"> ○ Pro's <ul style="list-style-type: none"> ▪ No cost to put coupon on the site ▪ Would reach new potential members <ul style="list-style-type: none"> • Groupon claims that one in four internet users interact with groupon on a monthly basis ○ Con's <ul style="list-style-type: none"> ▪ Groupon takes 50% of fee's collected 			

- Would require some minimal training for volunteers running any LTC with groupon members on how to log groupon codes
- May require creating new LTC offering as they want the coupon to be at a discount of the standard pricing
- Discussion whether this is a good or bad time to utilize this service
 - Some members felt this was not a good time as we would have a significant number of people looking into curling during the Olympics, which we could charge full price sessions for
 - Other members believed that it is an opportune time as people would be searching for curling in the area during the Olympics and they would likely see ads for Slider's and would select that as their option to fill their need without knowing about our club
 - Discussion that this does not have to compete with Olympic LTC's, this could end prior to that rush

CONCLUSIONS

Motion to table Groupon advertising discussion Robinson/Roberts; motion carries, Eiler abstains

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

FINANCIAL

DISCUSSION

Pittsburgh Curling Club Financial Reports				
As of 09/14/2021				
Current Assets		Current Liabilities		
Cash/Checking/Savings		Paid/Current Liabilities		PAID/ SCHEDULED
Dollar Checking	1,792.79	Dollar Bank Loan Pricipal	10,000.00	8/25/2021
Dollar Savings	31,400.33	GE Cards	4,750.00	8/24/2021
Charles Schwab	1,005.85	Dollar Bank Loan	8,296.71	8/30/2021
PayPal	-	GNCC Legacy Loan	1,347.65	8/31/2021
PNC - Money Market	56,506.29	Comcast	144.68	9/4/2021
PNC - Primary Checking	11,006.52	Duquesne Light	3,513.32	9/7/2021
PNC - Secondary Checking	5,364.98	West View Water	36.68	9/13/2021

Undeposited Stripe Funds	307.77	Trane Service Contract	1,947.00	
Undeposited Wave Funds	-	Columbia Gas	27.85	9/17/21
Undeposited Other Funds	-	Philadelphia Insurance	1,125.00	
Total Cash/Checking/Savings	107,384.53	Total Paid/Current Liabilities	31,188.89	
Other Current/Restricted Assets		Long-term Liabilities		
122001 · Giant Eagle Gift Cards	\$ -		PRINCIPAL	CHANGE
12100 · Prepaid Expense	9,764.09	GNCC Legacy Trust Loan	57,287.00	-\$1,201.00
Other Current/Restricted Assets	9,764.09	Dollar Bank Construction Loan	1,257,392.00	-13,648
Total Current Assets	117,148.62	Rose-Buffington Loan	103,750.00	250
		Hutchinson Loan	30,750	
		Total Long-term Liabilities	\$1,449,179	

Pittsburgh Curling Club Financial Reports				
As of 09/14/2021				
Income		Expense		
Direct Public Support		Business Admin Expenses		
Corporate Contributions	458.00	Insurance	468.00	
Individual Contributions	476.00	Total Business Admin Expenses		468.00
Member Contributions	267.00			
Total Direct Public Support	1,201.00	Building and Equipment		
Other Types of Income		Insurance	323.00	
Interest Income	4.00	Interest	5,047.00	
Total Other Types of Income	4.00	Taxes & Fees	2,798.00	
		Utilities	3,773.00	
Total Member Dues	1,000.00	Total Building and Equipment		
		11,941.00		
Program Income				
Member League Fees	3,120.00	Operations		
Total Membership League Fees	3,120.00	Bonspiel Expenses		

	Instruction			Food & Food Supplies	
	Learn to Curl	0.00	Total Bonspiel Expenses		0.00
Total Instruction		0.00	Advertising		0.00
Competitions			Bank Fees		1.00
	Bonspiel Entry Fees	(1,350.00)	Charge Processing		
	Other Income	1,845.00		Square Fees	17.00
Total Competitions		495.00		Stripe Fees	133.00
Retail Shop Sales					
	Giant Eagle Cards Sold	5,000.00		Wave Fees	
	Goods Sold	579.00	Total Banking & Processing		151.00
Total Retail Shop Sales		5,579.00	Membership Costs		
Total Program Income		9,194.00		Insurance - Member	65.00
Total Income		11,399.00	Total Membership Costs		65.00
			Retail Shop Expenses		
Debt Service				Inventory COGS	0.00
WT Hutchinson PSP		0.00	Total Retail Shop Expenses		0.00
GNCC Legacy Trust Loan		1,201.00	Total Operations		216.00
Dollar Bank Construction Loan		13,646.00	Total Expense		12,625.00
Total Debt Service		14,847.00	Net Income		-\$16,073

- Dollar bank has not credited a 10,000 check deposited
- Form 990 has been filed and sent to Dollar bank representative
- TBD Bonspiel
 - Net revenue: \$12,260
 - Rain check status
 - 23 teams rainchecks
 - Majority of these are requesting entry into Tropicurl next year
 - 3 teams asked for full reimbursement
 - 7 donations
 - 2 split donations
 - 7 not responded
 - Reimbursements for items bought for TBD
 - Marie R: \$901.62
 - Laura K: \$70.80
 - Kevin C: \$114.66
 - Deb S: \$157.82

- Roger D: \$237.19
 - Daphne R: \$381.70
- Real estate reassessment
 - Owe an additional \$5811.28 for county real estate tax year 2021
 - Pay by 10/10/21 for 2% discount
- Train invoice
 - Will be getting new invoice as they were unsure what the \$2083 charge was for
- Thompson's invoice
 - We have credit with them that will cover the full cost
 - New blade has arrived
- Philadelphia insurance form for Board of Director's liability
 - Must be signed by president
- Invoice from JetIce for whitewash; invoice for houses has not arrived

CONCLUSIONS

- Motion to reimburse \$1,863.79 for expenses related to the TBD Bonspiel Rose/Robinson; motion carries unanimously
- Motion to approve cost of printing for waivers Rose/Roberts; motion carries unanimously

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

EVENTS

DISCUSSION

- TBD Bonspiel
 - Decision was made to turn chiller back on upon power returning as some teams were very anxious to get on the ice for a few pickup games
- GNCC Francis Dykes Bonspiel
 - Discussion surrounding the clubs willingness to host this spiel
 - Board felt it was necessary due to the financial constraints of the club, especially after finding out about our tax reassessment
 - Spoke with Dion from the GNCC about requirements for the spiel
 - PCC would be in charge of scheduling/registration within reason from the GNCC
 - Dion felt that our registration for \$420 with lunch/dinner included was appropriate
 - GNCC encourages allowing as many teams as possible but there would be a cap for a four sheet club, and a registration deadline

CONCLUSIONS

- Motion to inform GNCC that we will host the Francis Dykes Roberts/Rose; motion carries unanimously

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

MEETING ADJOURNED	Motion to adjourn: Robinson;Rose carried unanimously
NEXT BOARD MEETING	Oct 12th, 2021 at PCC

EMAIL VOTES

ALL

DISCUSSION		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE