

♠ ♥ Unit 174 - HOUSTON ♦ ♣
Memorandum of Discussion
ACBL Unit 174 Board of Directors Meeting
August 1, 2011
Houston Bridge Studio

Call to Order

Bob

The meeting was called to order at 7:02 PM by president, Bob Dowlen. Directors present were: Beverley Cheatham, Chuck Ensor, Joyce Gore, Jolie Hess, Kathy Hughes, and Errol LeCesne. Also present was Bert Onstott, District 16 Representative, Dan Morse, ACBL, and Jim Woodward, Treasurer.

Minutes of Previous Board Meeting

Errol

The minutes of the July 11, 2011 meeting was approved by voice vote.

Treasurer's Report

Jim

Jim Woodward presented the **Unit 174 Balance Sheet**, as of July 31, 2011 showing Total Assets of \$102,985.43.

Motion to accept the report was seconded and approved.

Dan Morse updated the board on trends and developments at ACBL. He presented a copy of a new free brochure titled: **Your Best Partner in Bridge**. The brochure is excellent for club managers and new member recruitment. He talked about sectional tournaments extending to four and five day tournaments and urged our Unit to consider it. He shared ideas for TV advertisement and other ways to promote our game in the community. He mentioned the "School Bridge Club 'Test' Program as a way to utilize classroom teachers as bridge instructors in order to expand

the scope of awareness about bridge instruction's educational benefits. The "Bridge University" concept was also explored. Dan's completed report will be available online and in the Forum.

District Report

Bert

Bert Onstott advised the Board that the Unit Membership Retention Report is due September 1st. Several suggestions were made and discussed which will be included in this report.

He mentioned that the basic structure for the online **Unit Forum** was in place and he encouraged the board members to try it. It can be accessed from www.acblunit174.org/Forum/. It has four forums: **Tournament Travel and Lodging, Unit 174 Member and Family News, Bidding and Play Discussion, and Club News.**

Bert also provided an update on service provider Constant Contact. The Board suggested an effort be made to identify a Unit 174 member who had the skills necessary to handle this task. The program would include keeping Unit members updated as to local tournaments, special games, and other important information.

Old Business

2012 Sectional Tournaments

Bob

The schedule and flyer for the Humble tournament in October was presented by Beverly for approval. **It was moved, seconded, and approved.**

New Business

Bob

It was moved that the president would host a dinner meeting with Club Managers from "Full Service Clubs" to share BEST PRACTICES that serve to retain and recruit new members.

The motion was second and approved by the board.

Bridge In Schools

Errol

The Bridge in Schools initiative was detailed and noted as a beginning. A “Volunteer Recruitment” center will be in place at the August Sectional.

The next board meeting is set for the 2nd Monday of September.

Executive Session: “Zero Tolerance Violation”

Adjournment: 9:02 PM

Errol LeCesne, Secretary