



Back of the Strip Mall
146 Roosevelt Rd
Villa Park, IL 60181

July Meeting (07.15.2024) (Meeting held on Google Meet)

Current Board Members

Present: Eric Reithel, Eric Baudais, Lauren Visser, Barry Hutchings, Colleen Koehler, Colin Rittgers, Josh Richardson

Others Present:

CCC: Matt Galas, Scott Maples

Club Members: Matt Ault, Joseph Placek, Aaron Visser, Aaron DeGagne, Charity Richardson, Julia Makiejus, Lori Cassidy, Matthew Kirchhoff, Scott Maples, Tom Arra

Opening Proceedings:

Meeting called to order at 7:06pm

Agenda:

1. **Rebuild** (Matt G & Scott Maples)

- 7/3 Finalized agreement with the bank

Construction Draw Process:

- 7/5 Payment #1 (i.e. "First Draw") initiated with bank
- 7/9 First Draw Payment sent - Contractor has been paid for all mitigation work
- 7/12 Second Draw submitted, it was reviewed and sent back to Matt Galas 7/15, expecting approval in next couple of days.
- Second Draw request for appx \$115k – bank policy is to pay for materials already purchased and work already done. Some of the work that's been prepaid will be coming out of this
- Timeline
 - Updated timeline coming from contractor this week. Matt G's 'gut' is "mid-Sept" – this is for 'up and running with everything' that's material to the club. Club needs to be fully up and operational to get the occupancy certificate.
 - One wall has a 'crack' that is landlord dependent – Matt confirmed that this will not be occupancy dependent
 - Ice Room is priority, and needs to be IGO
 - Optimistic the 5U cashspiel will happen – Matt Ault and Matt G have been in close contact. Current update to teams is that we are expecting to be open on time.

- Too soon to tell if the leagues will start prior to the 5U. Consideration for when the leagues will start. Scott Maples' gut is that the 5U will be the 'first' activity, due to the need to make the ice.
 - New houses and decals ordered today, per Galas
 - Volunteers needed yet to support the rebuild? (question from Eric Reithel)
 - Moving extra garbage could be an initial activity, which is after the next draw is approved (dumpster dependent) – per Scott Maples, then a lull until the volunteers needed for the ice rebuild. The Ice work is more significant than just the ice flooding activity.
 - Communication Rhythm – Colleen asked for regular cadence for updates on the progress; tabled until discussion around item #4 below (Updating GoFundMe)
2. **Upcoming fundraiser (Matt Ault)** – “Summer Curling at Dovetail”, this upcoming Sunday. Please encourage participation, open to all to support WCC
 - Will donate \$1 for every beer poured
 - Good Club PR – business cards that include a QR code for Learn to Curls
3. **Financials (Eric B)** – **attach financials as appendix to these minutes.*
 - WCC checking account has \$6k balance
 - \$62k in savings
 - Assets shifted to loans to CCC
 - Food Truck has all been reimbursed, which will hit the financials in July
 - Keeping \$3k Sponsorship from Broomfitters
 - All Financials are impacted due to the unique nature of the current Operations
 - Motion to Approve the Financials: by Lauren, Barry seconded. Financials approved (no opposed)
 - **Budget Review:** Updates made in light of the updated timing of available ice-time. Preliminary discussion in advance of the Budget Approval that is upcoming in August.
 - Eric is looking to break some financials into profit centers: Merchandise, Leagues, Membership, Bonspiels
 - League Profit Center Review
 - Updated the number of weeks for league costs (removed bonspiels and weeks unavailable due to the delayed launch)
 - Eliminated the early bird pricing for leagues
 - Estimating \$146k of costs
 - Eric's estimate is that leagues are a \$7k loss, based off of 75 all you can curl memberships
 - Discussion: we need to drive the All You Can Curl members up.
 - Thursdays (Open League) are 44% AYCC
 - Saturdays are 25% AYCC
 - All You Can Curl (AYCC) is currently \$1200 - \$600 Fall / \$600 Spring. Currently the Fall session is 4 weeks 'less' in time
 - Julia Makiejus: Even with \$40/per session, and curling 2/week = \$800, so \$600 is still a 'deal'
 - Decision: Do not modify the timing of the sessions so that it's split equally based on weeks. Likely viewed unfavorably due to a less clean “ending” of Session 1

having to come back and continue it after a 2 week break.

- Explain the 'math' in newsletters – appeal to the heartstrings. Everyone wants the club back up and running, be forthright and honest. Explain why it's going to be 'more' with less weeks, and the expectation is that people will be on board in support of the club. (*Lori Cassidy*)

4. Updating GoFundMe (*Lauren*) – Rhythm of updates in general (not just GoFundMe)

- Club update goals
 - Frequency - Updates can be brief, better to communicate than not and doesn't need to be a litany. (*Tom Arra*)
 - Photos – (*Julia M*)
 - As soon as something is happening, pics will be taken (*Scott*)
 - Per *Eric Reithel*, make sure the Socials Channel is included in the photos for *Siobhan/Alvin* to promote (*Eric R*)
- Board update goals
 - Newsletter updates should be cross posted in GoFundMe and Socials
 - *Lauren* and *Colleen* to coordinate on the GoFundMe updates – always include *Eric B*, so he can post in the GoFundMe. No "formatting" in GoFundMe, text only
 - Per *Tom Arra*, need to get newsletters as links up on the Website. *Eric R* as been challenged with PDF formatting, etc. *Tom* remembers previously that it could be easier to use a 'link' with MailChimp / *Tom Arra* going to look into it and see if he can assist *Eric R*
 - *Lauren* checked with *Eric R* to see if there is anything else that he needs from an assist perspective, in light of his current increased workload – none at this time
 - *Lauren* and *Colleen* to coordinate on the cadence for communication and share the expectations
 - 2/month
 - Specific dates or Specific days?

5. Rules for leagues (*Colin*)

- Score Differential is not in the spirit of curling, Draw Shot Challenge versus Score differential

Closing Procedure:

- Meeting Adjourned at 8:58 Motion to Adjourn by *Eric R* / Seconded by *Barry*
- Next meeting set for:
 - Monday, August 12 in person - location TBD

Minutes Respectfully submitted by: *Colleen Koehler*