

**MINUTES OF THE BOARD
OF DIRECTORS MEETING
OF ACBL UNIT 144**

A special meeting of the Board of Directors of Unit 144 was held on Friday, February 16, 2017, at the M.A. Lightman Bridge Club. The meeting was called to order at 1:50 p.m. by Judy Knox.

I. QUORUM

A quorum was present based on the following members of the Board: Tom Ebers, Barbara Johnson, Judy Knox, Tolliver McKinney, Linda Sherrell, Lee Smart, and Bob Williams.

The following actions were taken by appropriate motions duly made, seconded, and adopted by the majority vote of the Unit 144 Board of Directors.

II. ITEMS DISCUSSED

A. YOUTH BRIDGE PROGRAM – Linda Sherrell

Linda said that she had been asked to give a history of the Unit's Bridge Camp. The cost for each attendee is \$50. She started out by giving the numbers of students since the program was initiated. They are as follows:

2015	28 youths/1 adult
2016	20 youths/2 adults
2017	20 youths/9 adults

In addition, the After School Program has had the following attendance.

2015	7 youths/2 adults
2016	16 youths/4 adults
2017	13 youths/2 adults
2018	8 youths/1 adult

A total of 16 hours of instruction is given for a fee of \$350.

The main reason for this meeting of the Board was to discuss advertising for these programs.

Advertisements have been run every year, addition to television spots. These are free in the Bridge Bulletin for the first 2 months; and these would run in April and May.

Linda would like to have a Beginner Camp and an Intermediate Camp. Both Linda and Tolliver have private students who might want to attend.

An ad in *The Commercial Appeal* for the two camps would cost \$1,150 (with the ACBL paying for 75% of this ad). This would include a "Summer in Memphis" ad in the Sunday paper (including 8 community weeklies) and an email blast to 45,000 recipients.

Advertisements in the Collierville and Germantown papers would be free. *Best of Times* was not seen as an effective route for our purposes. A ¼ page in weeklies would be \$50.

Bob Williams asked if the best ad wouldn't be in the libraries. However, Linda said that this would not be possible anymore because there is a charge for the camp.

Finally, there was a seconded motion to advertise the camps in primarily the weekly newspapers, if under \$1,000 (with the Unit paying \$250). Also, Linda proposed giving Tolliver a stipend of \$50 for his efforts in this program. This was seconded and approved.

DEVELOPING COLLEGE PROGRAMS/RECRUITMENT

The previous discussion led to possible attempts to encourage college students to play bridge at their schools, and eventually M.A. Lightman. It was agreed that trying to get the local universities to encourage bridge clubs on campus and adding courses in bridge for college credit would help build the number of players interested in Duplicate Bridge. It was agreed that Linda Sherrell would write a grant to promote collegiate college bridge clubs.

III. OLD BUSINESS

A. LEGAL ISSUE

Judy gave the information that was requested to the lawyers, who advised us not to talk about the case to the plaintiff.

B. SKYROCKET SECTIONAL TOURNAMENT

The contract for the Agri-center has been signed for the July tournament. Since Bob Williams will be busy getting ready for the NABC in 2019, he asked for someone else to do the hospitality at the Sky Rocket Tournament. Barbara Johnson will be responsible for the Thursday lunch, Tom Ebers will be responsible for the Friday lunch, Judy Knox will be responsible for the Saturday lunch and Lee Smart will be responsible for the Sunday lunch.

C. AWARDS BANQUET

The annual Unit Awards Banquet will be held on Friday evening, April 27th.
We will cater Mexican food.

Respectfully submitted,
Tom Ebers, Secretary, Unit 144