

Circle City Curling Club, Inc.
Regular Board Meeting Minutes
September 21, 2025

Opening

The regular monthly meeting of the Circle City Curling Club was called to order at 7:02 PM on September 21st, 2025 (virtual)

Attendance

Present: Jim Puckering, Jeff Timmons, Sharon Martin, Andrew Sand, Linda Brennan, Anna Carpenter, Todd Shelton, Jim Gangnon, Jonathan Intravia

Review and Approval of Minutes

- August 18, 2025 Regular Board Meeting minutes are unanimously approved

Review of outstanding Action Items

Facilities/Operations

- Cleaning crew started last Monday and we had a great turn out for our clean-up day yesterday.

Bonspiels

- Jonathon Schoenberg will host the Hoosier Cup again this year. Will ask the top 3 teams from the last competitive league of last year to play for CCCC.

Private Events

- Cub Scout event has changed to only the older kids and their parents rather than the younger kids.

Sponsorship

- New houses were delivered successfully and are in the ice.

Leagues

- Jim purchased two fiberglass combination squares, and they are at the club ready to be used.
- Sharon placed the possible championship trophy in the warm room next to the trophy case. Jim P. has seen it and thinks it will work well; other board members are encouraged to provide feedback.

College Committee

- Sharon and Geoff have discussed the document again today and will get this sent to the board for approval for the next meeting. Sharon did inform Geoff that the board has agreed to allow a college committee head to join our board meetings as a non-voting member. This will be defined further in the documentation.

Communication

- Todd has invited the board to Discord and was waiting for leagues to start before inviting current members. Todd and Sharon to meet this week and will coordinate the communication around this.

Old Business

- The roles inventory spreadsheet has been updated.
- **Action Item:** Anna will update the volunteer page of our website to include committees and their chairs.

Washrooms

- Jim P. has installed the restroom signage.

League Registration

- Leagues have been setup and registration is completed.

July Treasurer's report – review and adopt

- August had strong income with registration and membership fees, with low expenses for the month.
- Cash on Hand: Approx. \$130,000
- August financial reports are unanimously approved

Membership Update

- Membership and League fees received so far this year are very similar to this time last year
- 132 members have registered for this season, slightly higher than at the start of last season.
- Current league stats: Monday – 6 teams; Tuesday – 8 teams; Wednesday – 7 teams; Thursday – 6 teams; Sunday 5U – 6 teams; Doubles – 7 teams;

Committee Reports:

Facilities/Operations – Sharon

- Final touches were completed on the ice today and it is ready for leagues to begin. Minor touch-ups may be needed over the next few weeks to correct speed and curl.

Bonspiels – Todd

- Working on the Oktoberfest: 8 external teams and 3 internal teams currently registered. internal team limit recently raised to 6. The youth team from last year's Shamrock will participate, bringing the total to 12 teams; seeking 4 more.
- Friendlies
 - **Action Item:** Todd will create sign-ups for upcoming friendlies (except the Hoosier Cup, which will be filled from the last competitive league).
 - Todd suggests selecting skips first, then letting them build teams. If short on participants, skips could recruit additional players.
 - Hoosier Hospitality (Ft. Wayne) and Pearson Cup (Midland) are on the same day. If enough participants register, players will be randomly selected as last year. Preference for the Midland Friendly will be given to those who have previously participated.

LTC's/Education – Sharon/Anna

- Three Refresher Courses scheduled this week – 9/22, 9/23, 9/26 – with good participation. Monday and Friday instructors are covered; Tuesday still needs instructors (Geoff will recruit individually).
- Two single-session LTCs added: 10/4 (14 spots filled) and 10/24 (7 spots filled).
 - One registrant originally signed up 16 people for the Saturday league but now requests a refund for 8. Processing refunds costs the club money; the board would like to adopt a policy to refund event fees minus a processing fee.
- LTC league added for 10/24–11/14. Currently 2 people registered; hoping to draw more from single-session LTCs.
- Need to re-send the instructor sign-up link; Sharon to reference the new volunteer-opportunity section of the website.
- Geoff has requested a Level 1 Instructor Certification course with USA Curling again this year; date not yet confirmed.

Marketing – Sharon

- Had first marketing meeting recently and things are moving forward now. Cassie and Angie are in agreement that they will work together to build a marketing strategy. Angie will take a higher level approach and Cassie will handle social media.
- Committee approved spending: \$50 for LTC clinic advertising and \$150 for LTC league advertising on social media, as a test to inform a future marketing budget. Using these two things as a learning tool to determine a true marketing budget in the future and to find the balance of spending.
- Areas of focus:
 - PR/Media Relations – contacts at TV Stations, newspapers, etc. and writing press releases as needed.
 - Social Media Marketing
 - Internal Marketing – bonspiels, event, etc.
- Committee members: Angie, Cassie, Susan, Sharon, and Linda. Size considered adequate for now.
- Angie has a particular interest in coming up with special events to bring in the public.
 - Example: Bowling Green partnered with a Brewery to do a beer tasting while games were going on to bring the public into the club and get our name out there.
- Cassie has signed the club up for a Christmas Craft Show on Nov. 8th to get our name out there in Anderson. Will need craft donation items and booth volunteers from club members.
- Expectation was set that the committee should meet regularly and report to the board on a monthly basis.
- Really looking to this committee to set a marketing budget for the whole club.
- Digital billboard information was shared with them as an option to consider. They have also been given the contacts at the visitors bureau and chamber of commerce so that we can add our club events to their calendar.

Hospitality – Anna

- Oktoberfest shopping and volunteer needs finalized at last committee meeting.

- SignUpGenius are setup and ready to be sent out club wide in the next newsletter asking for food donations and volunteers for the weekend.

Leagues – Andrew

- Leagues begin on Wednesday!
- We do have one two person team on Thursday so we will need to make an adjustment there.

Youth/College – Todd

- Youth and College both will begin this Saturday, September 27th.
- Youth Fun Spiel is scheduled for October 11th. Midland is bringing 3-4 teams and Cincinatti is bringing 2-3 teams and we will have 1 team. Could get additional.
- College: Have a Butler team, may have an IUI team, Geoff said that Ball State does not have anything yet but may have one later in the year.
- Need to ensure that all college and youth students who participate this weekend sign a waiver.

Olympic Planning – Sharon/Todd/Jim G.

- USA Curling Member meeting highlighted “Get Ahead of the Games” resources available on their website (Member Resources → Our House).
- **Action Item:** Sharon will review and share with the marketing committee.

Old Business:

Member Communication App – Todd and Roles Inventory Update – Jim P.

- Discussed previously in meeting

Other Old Business

- Sharon to review college committee proposal from Jessie Gross and send to board for review prior to next meeting.

New Business:

Reappointment of Tammy Hoffman as USWCA and GLCA rep

- Tammy is willing to fill these positions again. Board unanimously approves.
- Jim P. will notify Tammy of her reappointment.

Bar Fridge Replacement/Ice Maker Purchase

- Due to no power in the bar area, alcoholic beverages leaked in the fridge and caused mold.
 - Jim P. approved the spending of approx. \$1,500 for a new fridge. It will be delivered on Tuesday of this week. The fridge is slightly bigger which will be a nice change.
- Jim P. also approved the purchase of an ice maker for the bar area since we will be offering mixed drinks this season. The ice maker cost approx. \$400 and has already been delivered.
- No objections from the board for either purchase.

Ice Crew Recognition

- Discussion of how to recognize significant volunteer effort in ice installation/removal, especially for Wes as the head ice maker.
 - Jim P. suggested a free league fee for Wes.
 - Linda suggested a recognition visible to the entire club.
 - Andrew suggested a gas gift card that Wes could share with other ice makers if

- he feels lead to do so.
- Concern noted about setting precedent
 - Idea proposed of implementing a self-reporting volunteer hours system that could allow you to work towards a league credit or something similar after a certain number of hours are volunteered.
- Jim G. suggested a “Hero Board” to recognize all pre-season volunteers. Sharon noted Cassie previously suggested posting board member photos and this could be in the same location.
 - **Action Item:** Sharon will explore display options for hero board and board member photos
- A thank-you event (dinner, lunch, ice cream social, etc.) was also proposed.
- Wes recently attended an ice maker refresher course in Charlotte and inquired about the club subsidizing some of the cost but never submitted anything for approval.
 - **Action Item:** Jim P. will talk with Wes about possible compensation.

Other New Business

Members Meeting

- Jim P. attended on behalf of the club.
- Several new clubs were admitted, including Levington Curling Club (founded by a former CCCC member).
- Olympic Trials will be in November, broadcast on Peacock and USA Network, sponsored by Xfinity and Lilly. With Lilly’s strong Indianapolis presence, the marketing committee may find opportunities to leverage this sponsorship.
 - **Action Item:** Sharon will take this to the marketing committee
- Discussion of USA Curling’s proposed \$5 one-day membership to provide insurance and enable follow-up marketing:
 - Clarification needed on how to coordinate with LTC sign-ups.
 - USA Curling is not requiring clubs to adopt this.
 - Chris and Cassie believe this might remove the need for bar guest days.
 - **Action Item:** Sharon will get more information on how implementing one day membership would work and implications for bar guest days.
- USA Curling would like to develop a national curling center to host major events. This is in the very early planning stages.
 - Currently travel between facilities with their gear and recently had to purchase a new trailer. They are doing a fundraiser to put your name on the trailer if you are interested.
- Struggling to get teenagers involved in the sport and they would like to grow this age group. There may be resources coming soon to help grow interest from this age group.
- This year’s messaging will focus on the value a curling club brings to the community.

Schedule October Meeting

- Next board meeting scheduled for Sunday, October 26, 2025 at 2:00 PM via Zoom. Todd will set up the meeting so it can be recorded, and AI can be tested for note generation.

Closing

Meeting Adjourned at 9:02 pm