

Circle City Curling Club, Inc.
Regular Board Meeting Minutes
November 23, 2025

Opening

The regular monthly meeting of the Circle City Curling Club was called to order at 5:09 PM on November 23rd, 2025 (virtual).

Attendance

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

Review and Approval of Minutes

- October 26, 2025 Regular Board Meeting minutes are unanimously approved

Review of outstanding Action Items

- Notify Cassie that Put-In-Cups fence decoration purchase is approved and coordinate payment with Jeff. – **Anna**
 - Cups have been purchased and installed. Did not install cups to fully fill in background and will instead request a refund for these because we like how the design is currently.
- Evaluate relocation of ice machine to the ice house. - **Jim & Ernie**
 - Jim and Ernie discussed and they have some ideas for this, but it has not been moved yet.
- Create two additional manual scoreboards and obtain extra number sets. – **Sharon**
 - Parts have been ordered, but have not been assembled yet. Will be complete before the GLCA Women's in January
- Continue collecting board and ice crew photos for hero board and display. – **Sharon**
 - Sharon still needs some photos, but she will confirm who she is missing.
- Meet with Chris to address bar purchasing oversight and develop prevention plan. - **Jim P. & Jeff**
 - Initial discussion occurred. Jeff would like to review current inventory and develop a forward ordering plan to reduce unnecessary stock. Monitoring will continue.
- Schedule and lead technology knowledge-share meeting with Jon S., Todd, and Matt to reduce single point of failure. – **Sharon**
 - Sharon, Todd, Matt and Jon met earlier this month and it went well.
 - Matt has agreed to provide documentation for what he can to the group by mid-December. This will be a work in process that is added to as issues arise.
 - Todd will investigate a ticket system/issue tracker.

- Jon is going to investigate an account management system for the technology accounts. Sharon realized we need this for club wide accounts so she has created a shared google document to share this information.
- Notify Bruce Nelson that his Geocache box may be placed - **Anna; Jim P.** to inform Ernie.
 - Box has been placed on the chiller fence.
- Confirm with Matt James if he will lead the GLCA Women's Championship. – **Jim P.**
 - Matt has agreed to lead this event.
 - He will coordinate technology needs for timers. Will need to provide laptops for this event so we need to determine what that will look.
 - Sharon will discuss volunteer needs with Matt.
- Discuss social media tone and content standards with Cassie. – **Linda**
 - Linda has had several discussions with Cassie regarding social media. Recent social media posts have dialed back the drinking content.
- Follow up with Jenell (City of Westfield) to thank her and send the "Curling in the Community" document from USA Curling. – **Anna**
 - Complete.
- Ongoing Items:
 - Posting Relevant items on Discord
 - We are seeing more activity on our server.
 - League Ambassador Announcements
 - Going well; digital bulletin board also getting attention.

October Treasurer's report – review and adopt.

- Revenue driven largely by Session 2 league fees.
- Monthly expenses typical; Oktoberfest costs paid in October with revenue recognized earlier.
- Approximately two-thirds of annual league revenue collected to date; decline expected as the season progresses.
- Financial position remains strong.
- October treasurer's report unanimously adopted.

Committee Reports:

Bonspiels – Todd

- Friendlies Status
 - 7C's friendly was rescheduled to 1/11/26.
 - Midland friendly is scheduled for December 13-14. Teams are assigned, payment to Midland complete and a hotel link has been provided to our participants.
 - Hoosier Hospitality has 2 openings due to cancellations.
- Bonspiel planning meeting was held with Todd, Sharon, Shannon and Anna to reflect on what went well and what we can adjust for moving forward.

- Improvements identified: recruiting additional volunteers to help run the events, setting better budgets for future events and including raffles or 50/50 for future events to boost revenue.
- Hoosier Cup trophy and Oktoberfest trophies are both at the trophy shop now and should be back in the club soon.
- USWCA has reached out and asked us to consider hosting a 5U regional Open or Women's spiel in the 2026 – 2027 calendar year.
 - Anna will communicate with Todd, Tammy and Sharon to determine if this is something we would like to consider. Decision deadline is mid January 2026

LTC's – Anna

- Holiday Open House Next weekend will try new 1 hour format – 20 participants currently registered.
- January Learn to Curl Clinic .
 - 1/3 LTC – 20 spots filled, added second time slot
 - 1/10 LTC League – 6/24 spots filled
- USA Curling Level 1 Instructor course went well. Would like to get a Level 2 course on the calendar for the spring for those who are interested.
 - Geoff to coordinate with USA Curling to determine availability of instructors.
 - Anna to follow up with Tammy to request \$200 reimbursement from GLCA for the course we just offered.
- Member led education courses
 - Have received positive response so far
 - Upcoming: another front-end clinic will be scheduled(Tyler Miller), bonspiel course, doubles intro course (Chris Gross) and Virtual Strategy (Andrew Sand)

Marketing – Sharon

- Cassie coordinated Trunk-or-Treat and Craft Fair participation—valuable exposure though registration impact uncertain.
- Watch party for Olympic Trials was successful; at least one new couple likely to sign up for events.
- Media contact list under development; Susan drafting a post-Olympic Trials press release.
- Sharon attempting outreach with Lilly for potential partnership, particularly for February's "Do You Want to Be an Olympic Curler?" event.
- Attempting to partner with the Indy Fuel; no response yet.
- Planning a Winter Olympics challenge event (police, fire, etc.) with media coverage.
- Drone footage filming scheduled for Dec. 7, 1–3 PM; Sharon will request volunteer curlers.
- Social media strategy:
 - Consistent, upbeat content performs best
 - Focus on action shots, smiling members, behind-the-scenes content

- TikTok activity important
- Cassie follows algorithm-based posting requirements
- Cassie is willing to attend a board meeting for Q&A
- Board agreed not to publicly address the new USA Curling transgender policy since it does not affect club operations.

Hospitality – Anna

- Initial conversation held for GLCA Women’s Spiel; awaiting registration to finalize meal planning.
- December meeting scheduled to begin planning for Shamrock Spiel and Indiana Stones Spiel.

Private Events – Jim G.

- Request are picking up and do have some events on the books. Would like to see the interest turn into more events.

Long-term Planning – Jim P.

- Westfield Facility Update:
 - Developer appears uninterested due to curling being a loss leader.
 - Jenell remains interested and may identify alternate Westfield sites.
 - Current real estate prices make a move feasible only with city subsidy.
- Two potential growth models presented:
 - 1. Volunteer-Based Model (similar to now)
 - Max: 2 draws/day, 6 days/week
 - 4-sheet club → 384 curling spots
 - Estimated membership: ~288
 - Supports rent up to \$200,000/year (vs. current \$50,000)
 - Growth would be gradual
 - 2. USA Curling Model (100 members per sheet)
 - 4 sheets = 400 members
 - Requires 3 draws/night multiple days
 - Not feasible with volunteers alone
 - Would require paid staff (ice tech, bookkeeping, facility mgmt)
- Discussion highlights:
 - Important to assess cultural impact of growing so large
 - No harm in exploring; must evaluate at each step
 - Committee will continue discussions with Westfield, cautiously

Leagues – Andrew

- Session 1 leagues: 148 spots / 108 participants
- Session 2 leagues: 164 spots / 124 participants
- Session 1 winners notified of qualification for Club Championships.
 - Add to next club communication or newsletter.

Youth/College – Todd

- Youth league growing and performing well under Geoff's leadership.
- Youth competitive team traveling to Midland for U18 playdowns Dec. 5–7 (8 teams; winner goes to Nationals).
 - GLCA provides \$500 to any team qualifying for Nationals.
- Notre Dame visited and played with Butler recently.

Olympic Planning – Sharon/Todd/Jim G

- Adding events as needed; concerns remain if US Men's/Women's teams do not qualify for the Olympics. (Decision expected by Dec. 11; Mixed Doubles already qualified.)
- Holiday Open House will test the 1-hour format.

Old Business:

Hoosier Cup Results – Todd

- Congratulations to the club – the Hoosier Cup returned home!

GLCA Women's Championship Status – Jim P./Sharon

- Compensation confirmed: \$120 per team, minimum \$1,000.
- Registration deadline is December 18th.

Rental Shoe Proposal – Todd

- Proposal to purchase 64 pairs of rental shoes.
- Safety remains a high concern for new curlers.
- Estimated 500 rentals per season.
- Costs: \$100 per pair + \$55 annual maintenance.
- Detroit reports high usage of rental shoes even by newer league players.
- Board feedback mixed; concerns about operational management.
- Suggested Pilot:
 - Roll out youth-only rental program
 - Shoes purchased individually as needed
 - Potential funding through Community in Motion
 - Youth report shoe sizes; rent shoes per session (\$20–\$25/session)
 - Action Item: Todd, Jim G., and Geoff to propose structure and fee plan.

Other Old Business

College Board Rep Proposal

- Sharon circulated finalized proposal approved by Geoff and Jessie to board.
 - Main change: College rep will attend board meetings as a non-voting member.
- Board unanimously approved implementation.

- Sharon will let Geoff and Jessie know so they can finalize the details on implementing this new position.

New Business:

Club Financial Support for Youth Coaches USCA Fees – Jim P./Todd

- Already addressed for this year; no further discussion needed.

Club email security – Jim P./Sharon

- Recent phishing emails impersonating board members.
- Reminder to remain vigilant and maintain strong account security.

Other New Business

USA Curling Certificate of Insurance

- Landlord requested COI.
- USA Curling is switching carriers; current policy valid through 12/31/25.
- Jeff requested COI but has not received it; he will continue following up.

Agenda item for next meeting:

- Should the club provide financial assistance to teams that qualify for national events?
 - Policy discussion needed for consistency across all teams.

Schedule December Meeting

- Next meeting will be on January 16th at 6 pm.
- Todd will send out a zoom meeting.

Closing

Meeting was adjourned at 7:46 pm.