

Circle City Curling Club, Inc.  
Regular Board Meeting Minutes  
February 22, 2026

## Opening

The regular monthly meeting of the Circle City Curling Club was called to order at 6:05 PM on February 22, 2026 (virtual).

## Attendance

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

## Review and Approval of Minutes

- January 16, 2026 Regular Board Meeting minutes are unanimously approved

## January Treasurer's report – review and adopt.

- No unusual items for last month.
- Net income was \$22,000 for the month which is one of our highest ever.
- January's Treasurer report unanimously approved.

## Committee Reports:

### LTC's – Anna

- Through today, we have offered 184 Learn to Curl clinic spots in February, with 172 sold (93% capacity). The 2/14 LTC League has 13 participants and the 2/28 LTC League is sold out.
- Icebreaker events have not had the level of demand we originally anticipated. The 2/16 Icebreaker performed well (43 of 48 participants), but the remaining sessions have seen lower registration.
- We still have 16 open LTC spots this week (2/25, 2/26).
- Currently, we do not plan to add any additional Learn to Curl events to the calendar for the remainder of the season.
- Will need to add additional grippers and ice halos for next season.
- Would like to offer something specifically for our new curlers from LTC League at the end of the season. Potentially a 1-day bonspiel. With many new youth participants as well, Geoff and Todd would like to offer them something as well. Sharon, Geoff, Todd and Anna will discuss options and see what may work best.

### Marketing – Sharon

- Media visits
  - Jennie Runevitch from WTHR13 visited 1/14

- Hernan Gutierrez visited Thu 2/10 and Wed 2/18
- Shannon Frederick and Tyler Miller appeared on Fox 59 Indy Now show on 2/17
- Google Advertising
  - Feb
    - 18,300 impressions
    - 1,550 clicks
    - Cost: \$83
  - Since Dec 15th (first started)
    - 32,100 impressions
    - 2,300 clicks
    - Cost: \$213
  - No way to measure conversions (registrations) at this point, but will work on that in case we decide to do a new campaign next season; would be helpful to know how much to spend on a campaign
- Social Media (mostly Facebook)
  - Approx. \$150 ad spend
  - 115k views, up 355% from prev 28 days
  - 1,705 followers, up 12%
  - We are now eligible to start monetizing posts; Cassie needs Jeff's help to get this set up; I do not know what the income potential is

### Long-term Planning – Jim P.

- Sale of the Anderson complex was completed at the end of January
  - No official notification has been received yet. Jim P thinks its possible that our mailing address is an old post office box. Jeff and Jim P. will follow up to determine where we will need to make our March payment.
- Westfield has asked us to wait until a developer has been chosen before pursuing further discussions. Dennis Martin is monitoring.
  - Member Jennifer Burgess is an attorney for Lilly and has a contact who is an attorney for the city of Westfield. She has shared this contact information with Dennis as this may be a potential good connection.

### Olympic Planning – Sharon/Todd/Jim G

- “So you want to be an Olympic Curler” update
  - Letter and flyer was sent by Geoff via email to his list of Madison County school contacts and to a list of greater Indianapolis schools developed by Linda
  - Attendance: Sat Feb 14th had 16 participants and Sun Feb 15th had 24 participants
  - Both events went very well and generated 9 new youth league signups
- Olympic Open House - Fri Feb 20<sup>th</sup>
  - We had fantastic volunteer support – at least 35 volunteers
  - Event went well – at least 300 people attended and we had about 250 on-ice participants.
  - Slightly disappointed in how this has converted to LTC registrations short term, but still feel this event was a huge success. Huge thanks to Sharon for all of her hard work making this event run smoothly.

- I will document the plan as well as any suggestions for improvements on Google Drive for the next time we do an event like this
- Learn to Curl Attendance in Feb
  - 78 Icebreaker registrants
  - 73 LTC Clinic registrants
  - 37 LTC League registrants
- 54 people added to our email distribution list since Feb 1

## Youth League – Todd

- With recent growth, we will need to look at adjust the schedule and will also need to grow our coaching staff.
- The youth competitive teams have several events coming up. They are going to Midland, February 28th through March 1st to compete in the Midland Junior curling bonspiel, and then they are going to Detroit again in April to compete. We are taking the competitive team along with one or two developmental teams.
- The competitive team did well in Bowling Green, Ohio, winning two out of the four games. They beat two very competitive teams and almost beat the team that went to Nationals in 6th place. We are extremely proud of them
- The Shoe Rental program has been put on hold for now due to increased shoe donations and lack of demand.

## Bonspiels – Todd

- The Shamrock is the next event we are having, but only have 32 registrations currently. Would like to get to 64 so we have extended the sign-up deadline one week.
  - Registrations may be down due to this not being an important topic of focus over the past few weeks. Will announce at leagues next week and also at the LTC League next weekend.
- The Indiana Stones is almost full. I will reach out to everybody so we can start planning the activities for this event. Shannon has some great ideas for games and also prizes that we can raffle off.

## Old Business:

### January Action Items

- Follow up on Put-In-Cups refund – **Anna/Jeff**
  - Cassie is still working with the company, but we have still not received anything from them.
- Finalize manual scoreboards – **Sharon**
  - These are complete and are in the shed in the ice crew room if they are needed.
- Continue Board Member and Ice Crew photo collection – **Sharon**
  - No progress. Will work on this at a later date.
- Review bar inventory & wind-down plan with Chris - **Jeff / Jim P.**
  - May use some of our hard liquor bottles as raffle prizes at the 5U spiel just to clear out some inventory.
  - Chris has a wind down plan and has sent a list of items to purchase to Jeff for

approval.

- Complete technology documentation – **Matt**
  - Believe this has been worked on, but it is still in progress.
- Investigate ticket/issue tracking system – **Todd**
  - Todd has been pretty busy, this will remain an open to do.
- Implement account management system - **Jon / Sharon**
  - Decision was made, but the system has not been implemented yet.
- Submit reimbursement form to GLCA for Level 1 Instructor Course – **Anna**
  - Form was submitted to Tammy. Anna will follow up on payment.
- Order initial set of youth rental shoes - **Todd / Geoff**
  - Put on hold for now. Will revisit next season.
- Coordinate USA Curling trailer donation - **Jeff / Linda**
  - Payment has not yet been made. Linda has provided information to Jeff so that he can send a check.
- Research membership recognition pin costs and membership history – **Sharon/Anna**
  - Have found membership data from most years. Missing prior to 2010 and 2016-2017. Think we will be able to come up with something for those years and calculate membership years.
  - Anna will research pin cost and present a proposal to the board next month.
- Review locker proposal to discuss next meeting – **Board**
  - Want to table this conversation for now as many of the board members have not yet reviewed the proposal. Will discuss this month.
- Contact CCA Sports – **Sharon**
  - Sharon had a meeting with Adam at CCA Sports. We would need to bring him a proposal for times we can make our ice available and a proposal of the cost associated with it.
    - Concerns Adam had was the distance that Anderson is from city center and they have never offered anything so far away before. He also said they will not offer Friday or Saturday night events. He also mentioned that 8:30-9:00 pm is about as late as anything could start.
    - Sunday afternoons could be a good option, but we may need to keep these open for our leagues.
  - Not sure if this is something that makes sense to do, but we first need to have next year's schedule made so we know what can be offered to them.

## Other Old Business

### New Business:

- Solicitation of Donations from Parents of Youth Program Participants – Jim P.
  - Members agree that we should be charging for our youth program next season. Do want to be mindful of our families who many have a difficult time adding in an expense. Could we offer a scholarship type program?
  - Geoff, Todd, Jim G. and Jon need to discuss this and present their new format to the board so we can work it into the schedule for next year. Jim G. will take this back to the group to discuss.

## Other New Business

- 26-27 Early Membership Renewals
  - Would like to offer a \$50 discount to any new member in the 25-26 season if they will renew their membership by the end of April.
  - Have not made a final decision on membership fees for next year yet. Sharon is going to move forward with offering this to new members at the current rate.
- Club Gear Orders
  - Will add our online shop in our club communication and announcement board to remind members that this gear is available if they would like to purchase.

## Schedule March Meeting

- Due to scheduling conflicts and spiels at the club we will not meet in March. If you have an action item from this meeting, provide an update to the board by March 22<sup>nd</sup>.
- Next meeting will be held on Monday, April 13<sup>th</sup> at 7 pm.

## Closing

Meeting was adjourned at 7:37 pm.