20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

Dakota Curling Board of Directors

August, 18th 2025 Board Meeting Minutes

1.) Call to order Time: 5:58
Present: Jeanine Perera, Jon Skyberg, Randy Peterson, Jerry Schimmel, Brian Mong, Jason Armstrong, Jim Gaebel, Joe Kaus, Laura Hakala
Absent: None

2.) Set date for next meeting:
   a.) Next: Sept 8th, 2025 at 6:00pm @club
   b.) Future: October 8, 2025 at 6:pm - Tentatively at Heritage Library
   Jeanine will call to reserve/verity availability
   .

3.) Consent Agenda
Motion to Approve: *Jason A* Second: *Brian* Result: *Passed*
Note: Committee reports are in the packet directory of the Board of Directors directory on the DCC Google Drive.
   a.) Prior Meeting Minutes
   b.) President's Report
      i.) Metronet Internet Approval
   c.) USCA/TCCA/MCA Update
      i.) Approve Feb 2027 Mixed State and April 2028 Arena State Champ Host
   d.) Standard Non-Profit Donation Request Approval Policy
   e.) Member Services Report
   f.) Business Operations Report
   g.) Facilities Report

4.) Discussion of Items Pulled from Consent Agenda
   a.) Donations requests
      i.) Some concern was expressed regarding potential excessive quantity of automatic approval of Learn to Curl coupons for non-profits. Discussion concluded that the quantity is likely very small and we will revisit if we notice the quantity or quality deviating from expectations.

      ii.) Jeanine requested to be linked to the approvals so she can track in the financials.

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

b.) Lakeville Business Coverage:
Anitia Scott has been the contact person for our membership to Lakeville Chamber of Commerce and Downtown Lakeville Business Association (DLBA). We need to transfer those contacts:

i.) Jim will connect with the contact list that Anita provided to have the new DCC contacts be Jim Gaebel and Laura Hakala.
ii.) We will continue to:
(1) Be member of Chamber of Commerce
(2) Be listed in the Chamber member directory.
(3) Send fliers quarterly to new residents.
iii.) We will monitor other activities but not necessarily participate in events historically attended (Pan-o-prog, DLBOO, Holiday on Main, etc). Participation in these will depend on volunteers.

5.) Strategic Discussions

a.) Olympic Year Preparations (Table)
b.) League Considerations (Table)
i.) Getting more room for new members
ii.) Poll members for interest in competitive leagues/ladder leagues

The above two topics were tabled for now but will remain on the agenda tor future discussion and planning.

c.) Social Media Advertising plan *Social Media Doc*
i.) Review structure and why it's important
ii.) Volunteer, content development, approvals, and who's responsible
iii.) Exploration of paid advertising? (SEO, Google Ads). What is the goal and budget?

Jason talked a bit about his vision for Social Media use by the club. The linked Strategy Document (above) describes the framework for strategies to make use of Social Media. He asks the board to review this document and provide comments.

Thers was discussion about possible ideas. Some are captured here:

- Ways to crowd source content by members could help drive followers.
- Video content is particularly interesting. Jason would like to explore this and is hopeful that there is someone in the club that is good at video and willing to help.

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

- Jeanine will forward an email to Jason from "NewBird" that referenced help with Digital Content and a Google $10K grant to help non-profits with advertisement and digital presence.
- Jason requested we be on the lookout for Social Media Savey members that could help with this content.

d.) Virtual Clubroom Discussion (Discord, others) (Can Table)

We had a brief discussion of this topic. Jerry has built a "Discord". He will forward this platform to board to get our impressions of it.
The idea is this would replace Facebook as a communication source to membership.

e.) Fund raising alternatives.

i.) What to do if Bonspiel Chairs are not filled? (Trips, Holiday, 5<)

- Triples and Holiday are not hosted and therefore not open for registration. How do we find someone to host?
  - Club will try to reach out to specific people to host. Nobody was specifically identified at the meeting.
  - An email will be sent to the triples skips to see if one of those teams would agree to host triples.
- Are there other ways to fund-raise. Jason asked that we of ways to get revenue other ways.
  - Idea from Jason –
    - Invite members to donate an item ($25 or more) and auction them off. 100% profit.

f.) CIP Committee for 5 Year Improvement Plan (Table)

6.) <u>Old Business</u>

a.) $1000 Youth Curling Grant Discussion

There was a discussion about what to do with the money from this grant. The original plan had been to buy youth stones, but there is currently no need to buy stones with state of youth curling. Jon was looking for rules on the money and could not find any rules. The belief is that wee can use for what we want. What should we use it for?
Suggestions – Sliders, Helmets, Brooms, grippers

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

It was suggested that we hold the money until Dakota Curling Supplies sell and then using the money to purchase items from them. This could help create a partnership with the new owners.

i.) Jodie Skyberg sent email about youth grant.

This was a TCCA grant specifically for development of a youth curling team. It was reported that DCC currently does not have a youth team that could use the grant.

b.) Advertiser Updates:

i.) AP Realty want to shift to 2 or 3, whatever expects to host more finals

(1) Do we have a favorite sheet? Obstacles?

There was some discussion regarding sheet sponsors:

- Facilities wants a due date of September 1 for Sheet sponsors. This allows time to get the artwork completed in time for laying in the ice.
- Andrew Price wants to move from Sheet D.
- Sarah has expressed a desire in the past to move off of sheet A.
- DCS is not doing a sheet this year.
- We discussed the order of prominence of the sheets.:
  Order: C - B - D - A
- Plan to move Anderw Price to C
- Will discuss with Sarah moving to B

ii.) DCS shifting to 4x5 sign only.
DCS is abandoning their sheet sponsorship and keeping their sign.

iii.) What options can we push to get last minute funding?

Meeting Discussion:
Kind of late for in-ice funding.
Pictures of animals or people.
May not have time for this now – will convey for next year.

c.) Youth curling instructor assistance for Sarah Hartung

7.) New Business

a.) Broomfitters Merchandising Agreement (Jerry)
Motion to Approve: Jason Second: Joe Result: Passed

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

b.) Google Workspace Admin
Jerry has been looking into the use of the Google Workspace. Groups.Google.Com currently has a lot of legacy people with admin access to the groups. Jerry will work to pair this list down. The board feels that the legacy admin people should be removed.

c.) Volunteer time for securing advertising $'s.
i.) What is the ratio of $$ to Hours? ($100/1?)

Jason brought up the idea of giving people volunteer hour credit for finding advertisers. The goal would be to incentise people to find advertisers. We need a create a policy around this topic.

Motion: A member selling $100 advertising sale gets you 1 hour of fulfilled volunteer time.
Motion to Approve: Jason Second: Jeanine Result – Passed.

d.) USWCA Application Approval & Volunteer Credit Consideration
~~Motion to Approve: Second: Result:~~ (no approval needed)

- Jerry provided the USWCA application to Jeanine to submit and pay.
- Amy McClimek would like to host USWCA All American Bonspiel.
  - We need to work with Amy to get a date set.
- The Board was not comfortable crediting 10 hours for the USWCA work since it was outside the club. However, we believe that hosting the All American bonspiel will cover the volunteer requirement.

e.) Clocks (2) and Buzzer for Ice Shed ($1600)
Jerry found some devices (clocks and buzzer) he would like DCC to consider purchasing.. He will forward the info to the group to do some more investigation. There was general discussion that these devices would enhance the club. We plan to discuss it at the next meeting.

f.) Discount for Events hosted by club members.

Jeanine reported that Member hosted events get 20% off and Board member hosted events are charged $20 per non-member curler. After discussion the we decided the policy should be amended to:

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

- 20% discount for member hosted private event where the member provides all the instructors and bartenders.
- No discount for board lead events.

. g.) Mezzanine Discussion

Randy feels we need to start promoting the project if we want to get the mezzanine project started next summer. There is a need for planning, marketing and fund raising. There is some worry about our ability to afford this project.

Randy would like to reconvene the committee to plan the project. He would also like to organize a survey to pole the membership about the project need and funding.

The board believes that polling (a survey) the membership about the Mezzanine as well as other topics (such as league options) is desirable. The board members are asked to think of topics and questions for a member survey.

f. Adjournment Time: 8:07

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

President's Report

August 2025

No injuries or incidents to report.

Organization of the Clubs Accounts and assets is something of a personal goal, as well as a personally identified club priority. It seems many of our accounts are shared admin, but the board - sometimes - doesn't actually control the accounts. This is not sustainable, so I've been blasting emails to identify accounts outside of the board's control. Once I have these accounts, I will migrate them all to a board owned group email account. I will take responsibility for organizing and assigning the group emails and accounts, and report to the board when the task is completed for input.

Ice Schedule I reached out to Jon Skyberg to get the ice schedule on the calendar.

L2C Schedule
Sept 21st @ 2:00pm
Oct 5th @ 2:00pm
Oct 12th @ 2:00pm
For the first three, learn to curls. I will then move through the schedule and open others as necessary on weekends without input if none is given, if so approved.
We should hit these with as much advertisement as possible. I would love a full instructional league. We currently have room for 29 people to sign up. $4k on the table. Lets get it filled.

Bar Opening Confirmed with Darren K. that the bar will be stocked and ready by Sept. 17th. For the private event for Delta. Hoping we can get some early volunteers for this!

Social Media Accounts I've reached out to those most suspected of holding the usernames and passwords to the social media accounts to try and achieve a board level access to admin those accounts. I'm not comfortable with the risks involved in having these accounts lie outside a group controlled email of current board members. If I can stabilize that aspect, we can rejuvenate these accounts and leverage them in media/marketing for exposure and funnel people into the learn to curls. The Community page is not a great place to advertise for learn to curls, as everyone there knows how to curl. Business page of facebook should operate as our bulletin board. Instagram and X operate as our bullhorn. We haven't leveraged these effectively.

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

Google Workspace I'm a superadmin of the google workspace along with Darcy E, Phil W, Jason B, and support@dakotacurling.org that is controlled by an unknown user. The admin of this space will be pulled out of the consent agenda for discussion.

Fiber Internet was signed and approved by Jerry Schimmel, Construction to be managed by Randy Peterson. A fiber line will be run to our space by MetroNet, for 1gb/1gb symmetrical service. This will greatly improve our internet infrastructure allowing us to better host large crowds and streaming of games to youtube. This should also stabilize our internet connection with less down time. Movement on this item was necessary to meet a deadline from metronet such that we can install the fiber prior to or at the beginning of this season. **I'm asking the board to retroactively approve** the cost of Metronet fiber internet at a cost of $250/mo in lieu of the current Spectrum Internet cost of $220/mo, **and to retroactively approve** metronet to begin the process of construction of the fiber line to our building.

Lease Amendment was signed and approved by Jerry Schimmel on behalf of the board of directors approval on 7/21.

Practice Ice is to be scheduled and coordinated by Pete Segar, I reached out to Pete to ask if he would be willing to continue his work on coordinating practice ice and Pete accepted. A big thanks to Pete for taking this on.

Bar Training along with practice ice before the Pirate Spiel we are hoping Darren, Dan, and Kari will be able to reup all of those that want / need bar training. I've reached out to Bar Staff and Pete so they can begin coordinating that effort.

August Newsletter Sent 1st week of August. Requests many volunteers. Hopefully we get some interest. Should post to facebook business page, and community page. Let's get eyes on it!

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

Member Services Report

August 2025

Understanding Member Services: We have been working to understand (and maybe reimagining) the role of Member Services. As both Jim and Laura are new to the board, we did a review of past minutes to better understand what Anita Scott reported on as "Member Services". This includes internal monitoring/support of League Registrations, Badge Ordering, Practice Ice Schedule, General Calendar status (L2C, Private Events, Bonspiels, etc.). Anita also handled community outreach (Chamber of Commerce, Downtown Business, New Resident fliers, New Teacher bags, etc.) that may be outside of this committee's normal charge.

It may take a meeting or two for us to settle in on exact roles and responsibilities.

The August Update:

Registration Status: (Rob Graber)

League	Starts		Teams	FA	Paid Reg	Unpd Reg	Reg + Invites	Pending Invites	Missing Invites
Legacy League Totals			82	0	157	13	253	83	63
Sunday 5:15 Open	28-Sep	72%	8	0	16	2	23	5	10
Sunday 7:30 Open	28-Sep	47%	4	0	9	0	15	6	1
Monday 5:15 Open	29-Sep	75%	7	0	15	0	24	9	4
Monday 7:30 Open	29-Sep	78%	8	0	19	0	25	6	7
Tuesday 5:15 Novice	30-Sep	94%	8	0	14	3	30	13	3
Tuesday 7:30 Experienced	30-Sep	63%	8	0	17	1	20	2	12
Wednesday 5:15 Triples	1-Oct	67%	6	0	11	0	16	5	2
Wednesday 7:00 Doubles	22-Oct	38%	4	0	3	2	6	1	2
Thursday 5:15 Expericened	2-Oct	81%	8	0	14	1	26	11	6
Thursday 7:30 Novice	2-Oct	84%	8	0	15	1	27	11	6
Friday 5:30 Happy Hour	3-Oct	56%	7	0	11	2	18	5	10
Friday 7:30 Mixed	3-Oct	72%	6	0	13	1	23	9	0
Sunday 12:45 Nov Mini 6-End	19-Oct	16%	1	1	3	0	5	2	0
Sunday 2:30 Instructional	19-Oct	13%	0	4	0	0	4	0	0
Sunday 2:30 Novice Mini	7-Dec	0%	0	0	0	0	0	0	0
Wednesday 7:00 Dbls Instr	8-Jan	31%	0	5	0	0	5	0	0

This data was provided by Rob. It looks like the leagues are in pretty decent shape from a team standpoint. The exceptions being Sunday Late, Wednesday (Triples and Doubles) and the Friday Leagues.

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

There does still seem to be a lot of player invites and registrations that need to happen, but we are still a month and a half from starting. This is probably normal.

A concern: As we work to grow the club and add members, where do these new members play? The leagues are generally full.

Season Startup:
We have confirmation that we will have Ice by September 17 to allow for some early Learn To Curls, Private Events and Practice Ice.

Private Events:
One event is confirmed and on the calendar and in the Volunteer App. Darren will operate the Bar.
Sept 17 – Delta - 7pm – 30 to 50 people.

A second event is being negotiated for Oct 22 – Binks. They want evening. We offered afternoon. They have not responded.

Learn To Curl:
Three L2C events are on the calendar: Sept 21, Oct 5, Oct 12.

Practice Ice: (Pete Segar)
Pete Segar is coordinating Practice Ice again this year. Pete recently posted a schedule on Facebook showing 3 events (Sept 23 PM, and Sept 24 AM and PM). The volunteer calendar shows 4 Evening events (Sept 22, 23, 24, and 25). None of the practice sessions are on the club calendar.

We are currently working to clean up the confusion about practice dates and get the calendars corrected.

Pete is targeting Practice Ice for any Saturday that does not have an event. He has scheduled October 4, 11, and 18 for 1:00 – 4:00PM.

Misc:
Some additional things to consider for Member Services:

- How do we support Bonspiels? Host recruiting?
- Lakeville Business committees … Should we attend? Who?

BizOps Report (2025 08)

Bar Pricing

Jason A and Darren connected on bar pricing. Bonspiels will utilize the higher Event Pricing schedule and Darren will formalize this in bar training for pricing consistency.

We also discussed our member pricing. It is currently positioned as lesser cost/higher quality than other local clubs. Raising prices by $1 per drink ($2 per pitcher) is forecasted to increase our $15k annual profit by another $4k-$5k, assuming quantity remains flat. However, this is currently a competitive advantage and a notable pro when members choose facilities every year. We tabled this conversation for a time that it becomes a necessity, or membership increases mitigate the risk.

Volunteer Committee

Sarah is managing this, but needs support as her teammate is unable. We will post this in the September Newsletter

Bonspiels Calendar

Pirate Spiel is active on the DCC and TCCA sites.

Triples Spiel is not active on DCC and TCCA sites. Jodie has the information for TCCA submission. It currently does not have a host. There was a position request on the DCC newsletter with no volunteers

Holiday Spiel is not active on DCC or TCCA sites. It currently does not have a host. There was a position request on the DCC newsletter with no volunteers

* I am adding an August agenda item to discuss options should we not get Host support.

Advertising

Advertiser agreement emails are out the door.

Andrew Price Realty is requesting a change of sheet. I am adding a, August agenda item.

Dakota Curling Supplies is moving to a 3x4 wall sign and not renewing in-ice sheet option due to selling the business.

Broomfitters is a new advertiser and is looking at hogline options.

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

Facilities Committee Report

August 2025

Summer Projects Status Update:

- New Liner is down. East Walkway is rebuilt. Will be making final adjustments and completing the seams on Aug 18th. Rubber and carpet on walkways will be put back in place after that.
- FYI. We are looking for a new solution for our edging around the ice sheet. Current solution is wonderfully cheap but gets beat up pretty quick.
- Dean Skallman has built cabinets to go in the place of the tables that we are currently using primarily as a buffet table. This will give us more workable storage for things commonly used for food. (Paper plates, bowls, silverware, napkins, serving items, etc.)
- Flag work to be completed after the chiller is turned on and the room is a workable temperature. Plan is to replace/add flags as needed to get us current with the current membership of the WCF. Also plan to raise all the flags 18-24 inches to get them out of the view of our cameras.

Maintenance items

- Get mixed bed filter “rebedded” - Done. Need to re-install
- Get a new sediment filter - Purchased. Need to install
- Install new filters on dehumidification unit.
- Sharpen Blades. 4 of 5 blades went to Canada on June 11. I expect them to return soon. We still have one sharp blade in house.
- Nipper. Dakota Curling Supplies is remounting 3 newly sharpened blades on their carriers. We will install those on the nipper prior to the season start.

Ice In Schedule

- Aug 18-20 - We will have the Chiller vendor in to do some repairs and perform their normal annual check-up routine.
- Aug 25 - Start the flooding.
- Aug 26-29 - More floods....2 or 3 per day
- Aug 30-Sept 2 - Break for Labor Day weekend
- Sept 3-5 - More floods
- Sept 6th - Lay down the Tyvek
- Sept 7-12 - A few more floods
- Sept 13th - Set the houses, lines, etc.
- Sept 14-17 - Final floods

NOTE: I did find out who most recently did our vinyl printing for all the in-ice graphics. It is Alpha Graphics in Apple Valley. If we are making changes to the sponsors, we

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

should plan on a MINIMUM of 1 week to get printing done. That would mean we need to have our in-ice plans complete by September 1st.

Ice Crew Update

- Ice Crew Summit scheduled for Aug 21.
    - We will get the team on the same page as far as our schedule, review our standards, determine who is still on the team and what they can commit to, etc.
    - My plan is to have an open bar at this meeting unless someone on the board objects.
- Ice Maintenance has been added to the LeageApps calendar for periodic Floods and Controlled melts. Nothing particularly magic about these particular dates. Just needed to make space on the calendar for these activities to happen. They could be moved slightly for make space for particular events if needed and depending on how the ice is playing. They are currently:
    - Oct 24-26
    - Nov 29-30
    - Jan 2-4
    - Feb 6-8
    - Mar 13-15
    - Apr 10-12
- Daily Ice Maintenance schedules will be added to the calendar after the summit meeting.

Camera System

- Have a couple things to button up on the installation. Still need credentials from the vendor to manage our Youtube Channel. Need to check the wiring from the small camera switch out to the ice shed. Potentially have a bad connection there.
- Would like to get some cards printed that promote the Youtube channel to LTC groups and Private Events

Training Aids Discussion

- Have had discussions with folks who would like to implement some training aids at Dakota with the potential of making Dakota a premier spot for training. Ideas include: Line of Delivery laser lights perminently installed, timing system installed and available for rental, video installed and available for training. I Would like to get a gauge on the board's interest in making some of these things happen. Costs are not yet determined.

Lease Update

- The lease is fully executed and complete. The term is 5 years unless the mezzanine occurs then we add an additional 10-year term.

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

Mezzanine Update

- Drawings are complete. The next steps need to be determined and potentially re-group with the Site Planning Committee to discuss the details.
    - Potential timing (summer 2026)
    - Capital Campaign approach
    - Conduct a club survey?
    - Potentially could be a different capital item

Internet Service Provider Update

- Contracts signed to switch to Metronet fiber service. Met with the install team and mapped out the scope of work and timing. The plan is for the install to occur ahead of September 13th to allow some lift on the ice time if needed by Metronet ahead of the final ice installation.

20775 Holt Avenue
Lakeville, MN 55044
(952) 479-0322
info@dakotacurling.com
www.dakotacurlingclub.com

USAC / MCA / TCCA Rep Reports

USAC

- No Updates

MCA

- April 10-12 Arena Playdowns - Committed to Host
- [**Request**] Mixed State Playdowns Host - in February of 2027
    - Host Stipend $1000 + Host Team Registration Covered
- [**Request**] Arena State Playdowns Host - in April of 2028
    - Host Stipend $1000 + Host Team Registration Covered (but Ineligible)
        - MCA deciding how to handle

TCCA

- Pirate Spiel registration is active on the TCC website. Triples information has been provided but is not active on DCC or TCCA sites. Holiday spiel is not active nor has it been provided.