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Dakota Curling Board of Directors

September 8th 2025 Board Meeting Minutes

1.) Call to order Time: 6:00
Present: Jeanine Perera, Jon Skyberg (on phone), Randy Peterson, Jerry Schimmel, Brian Mong, Jason Armstrong, Jim Gaebel, Joe Kaus, Laura Hakala
Absent: None
Guest: Amy McGirl

2.) Set date for next meeting:
a.) Next: October 8th, 2025 6:00PM at Burnhaven Library
1101 Co Rd 42 W – Burnsville, MN
b.) Future: November 8, 2025 10am at Dakota Curling Club
.

3.) Consent Agenda
Motion to Approve: Joe Second: Randy Result: Motion PASSED
a.) August meeting minutes
b.) President's Report
c.) Member Services Report
d.) Business Operations Report
e.) Facilities Committee Report
i.) Ice Marking Plan

4.) Discussion of Items Pulled from Consent Agenda
a.) Sponsor Ice Positioning.
Jon provided a PowerPoint drawing of the Ice Plan including sponsor locations. Jerry, Jon and Jason had all been working on securing sponsors and creating visions for how this would take place.
Some key information and decisions:
i.) Jeff Kenedy is putting a Fiber training aide into the ice on sheet A.
ii.) Broomfitters will be on all Hog Lines.
Jerry worked with Broomfitters to advertise on all Hog Lines. Note that Dakota Curling has entered into an agreement (recently signed) to market apparel for the club.
Jerry is working with the printer to get Hog Line artwork completed by Friday Sept 12.
iii.) Sheet Sponsors:
A: Spectrum (fits as a training company on training sheet)
B: Edina Realty (Andrew Price)
C: Midwest Money Management (Sarah Hartung)
D: no sponsor

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b.) Review recruiting options for Instructional and other leagues.
  i.) Instructional/Novice-Mini
  Jim worked with Sheryl Paulson-Price to send a directed email about the Sunday instructional and Novice-Mini leagues to all L2C and Private Event participants from last year. Jerry used his access to the Mailchimp system to send this email.
  ii.) Doubles Instruction
  Jim worked with Sheryl to send a directed email to all current club members to promote the Doubles Instructional leagues to try to promote/grow the doubles leagues.
  iii.) What else can we do?
    (1) Jason will put something on Facebook and Instagram to promote Doubles Curling Instructional League.

We had additional League discussion that is documented below in the Strategic Discussion section.

5.) <u>Strategic Discussions</u>
  a.) Olympic Year Preparations
    i.) The Board had some very general preliminary discussions regarding planning for some sort of promotion around the Olympics. We have until February to create a formal plan. Some of the preliminary ideas are captured here:
      (1) Coffee and curling – Gather at club for viewing parties. Since the games are in Italy, they will likely be broadcast overnight or early morning. Early morning live viewing or later in the day replay viewing will be possible.
      (2) L2C options. Create some L2C events to capture interest generated from the Olympics.
      (3) Plan to repeat the training from last time.
      This consisted of routing participants through stations on the ice where they learned specific skills (Slide, Sweep, Curl, and full delivery).
    ii.) How do we market our Olympic Plans?
      (1) Talk with Jason B. and Sheryl to see what was done last time.
      (2) Facebook event?
  Jerry will work on coordination of this Olympic planning.

  b.) League Considerations
  The board held a discussion of status of league registrations and possible ways to fill empty spots. The member services report (see consent agenda) shows several leagues with some team capacity. Jerry had obtained an email from Rob showing the number of people currently on waitlists for specific leagues.

  Some specific issues discussed:
    i.) Thursday (and Tuesday) novice leagues are not really novice anymore.
      (1) We should look at relabeling these as Open.

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(2) Can we target a different league where there is unused capacity to create a Novice (or mini-novice) league for new curlers.

ii.) Wednesday Doubles continues to be a struggle to fill.
(1) Currently working to recruit interest through 3-week instructional league.
(2) Could use the unused capacity to put a small non-doubles league in place to fill the sheets. Maybe target wait list curlers to form a league.
(3) If Doubles stays low, could we move doubles to fill capacity on other nights?

iii.) Waitlist:
Is there a way we can target the entire waitlist to find places for those people to play (even if not on the night they are wait listed)?

We created a Sub-Committee to begin to work on understanding existing league structures and proposing changes/improvements. Jim and Laura will try to recruit Rob and Jason B to review our leagues.

c.) Social Media Advertising plan Social Media Doc (Tabled for this meeting)

d.) Fund raising alternatives(?) (Tabled)
Even though this larger topic was tabled, we did have a brief discussion regarding bonspiels. Still do not have hosts for the Triples or Holiday Bonspiels. Jason has reached out to the 4 triples teams to find a host. He received one No and three have not yet responded. Will plan another plea in the upcoming newsletter.

e.) CIP Committee for 5 Year Improvement Plan
The Board had a brief discussion acknowledging the need for a plan. Specific concern over a nearing end-of-life for our compressors was identified.
Agreed to create a committee to work on this: Jerry, Randy, Jon, Jeanine

f.) Lakeville Business Coverage
Jim reported that Downtown Lakeville Businesses and Chamber of Commerce contacts have been changed to Jim and Laura. We plan to monitor the two organizations' communications. However, our club participation will be limited. Events such as the upcoming DLBOO (Halloween) will be dependent on Volunteer interest.

g.) Member Survey (balcony and general satisfaction)
We had a general conversation regarding the need/desire to create a survey to Dakota Curling membership. Jason had started a framework for a survey (see link). This framework targets general satisfaction of the membership while also allowing some open-ended questions. We discussed expanding the survey to include items such as Capital Improvement and leagues.

Randy forwarded the board members a copy of a previous survey that was completed.

Jason, Jeanine, Jon and Randy volunteered to create the survey.

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6.) Old Business

a.) Clocks (2) and Buzzer for Ice Shed ($1600)

During the last board meeting, Jerry proposed the addition of digital clocks and a buzzer. The board members have reviewed the products and generally felt they were good additions to the club. There is a desire for the Buzzer to have adjustable volume.

MOTION: Approve the purchase of 2 digital clocks and a buzzer for the ice shed.
Motion to Approve: Jason Second: Laura Result: Motion Passed

Jeanine will order the products.

b.) Virtual Clubroom Discussion (Discord, others)

During the last meeting Jerry proposed that the board members consider using Discord as a communication tool for the club. Each board member was given an account and asked to review it.

- Discord is generally liked by board members. Jerry and Randy have used it successfully at Frogtown and gave it very positive reviews.
- Some concern was raised about getting people to use it.
- The hope would be that this would be a platform that could be used to “Crowd Source” picture and video content for leagues, bonspiels and the club in general.

MOTION: Start a Dakota Curling Club Discord.
Motion to Approve: Randy Second: Jason Result: Motion Passed

- Email blast will be generated to get members to download and engage in Discord.
- Newsletter will include a Discord article.
- Jerry will work to create the Dakota Curling Discord community.

c.) Discuss Dates for All American Bonspiel to be Hosted by Amy McGirl

Amy McGirl attended the start of the board meeting to discuss USWCA and look for dates that she could reserve for a USWCA All American Bonspiel.

Dakota Curling has joined USWCA. Amy indicated that USWCA had not yet received our membership fee, but Jeanine confirmed that the check was sent on Sept 2. More than 30 individual members have joined USWCA through league registration.

The All American is a one-day bonspiel that Amy will run. She is attempting to coordinate the Dakota Curling event around other USWCA events (Circuit and All American) being held at other Twin Cities clubs. The Board assured Amy that she could pick any date on the calendar that was not already booked for a bonspiel or Ice Maintenance.

We did not leave the meeting with a specific date identified. We will look to Amy to pick that

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date. We had a consensus that it would likely be the week of Feb 14 or Feb 21. It was noted that the club will likely also be targeting some Olympic events around that same time.

d.) Discuss Logo Addition/Alternatives for Club Store
The agreement with Broomfitters has been signed. Jason has requested and not received cost info from them, but the store will open soon.

There is no push to change our club logo, but there is a desire to create some additional graphics for our club apparel. Some of our bonspiel logos (or similar) would give additional options for club apparel.

Once the store is up and running, we will need to add a link to the club page and advertise the store in the newsletter and on social media.

e.) September Newsletter: Volunteerism, Canadian curling supply availability, Learn to Curl article, League Recruiting, etc.
Jason is coordinating the publishing of the newsletter. He will place a folder on the Board Meeting drive where we can all add content. He would like all proposed articles by Friday Sept 12.

Other Misc Discussions:

- Pirate Spiel
  Registrations are low (5 teams?). Will add to the newsletter. Looking for more ways to get registrations.
- Jerry working on a Link Tree for the club
  Essentially this would be QR code links to an assortment of things: YouTube Channel, Discord, picture/video links for leagues and bonspiels, etc. Once complete he will laminate and hang in the club warm room.
- Jeanine reported that our liquor license has not arrived yet. Receipt of the license document has historically been slow. She is pushing to get this process completed.
- Jim will look into who schedules skips meetings and if they are necessary?
- TCCA Update
  - TCCA is looking to hold a training event at Dakota Curling on Oct 18 and 19. The 19th may not work due to league schedules. However, the 18th is close to being locked in for 4pm. Laura is working with TCCA to coordinate.
  - Dakota Curling might be asked for more ice time for the Big Spiel.
  - We are able to spend the youth stone grant on other things, but TCCA would like to be notified of what we intend to use it for.

7.) Adjournment Time: 7:59

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President's Report

September 2025

No injuries or incidents to report.

Organization of the Clubs Accounts No movement on this has been made in the last month. Need to reach out to Darcy Ellarby and Katie Lein regarding Facebook and Instagram and several other social accounts. Need to get various accounts either switched or shut down.

Ice Schedule Need to flip April 12-14 ice maintenance to a different weekend, likely weekend before as we are hosting a MCA bonspiel that weekend, Arena Regional Champs.

L2C Schedule
Sept 21st @ 2:00pm
Oct 5th @ 2:00pm
Oct 12th @ 2:00pm

Bar Opening Bar is stocked, just a few more items to be checked in. Thanks the bar staff for their hard work when you see them.

Social Media Accounts - Need to leverage these more in advertisement. It's quickly becoming apparent that without a nudge, nothing happens. I'm going to try to work on those running the accounts to take a more active role. I'm open to ideas on how to make that happen.

Google Workspace I have removed all admins other than myself and phil wilson, as requested by the board. I promoted all board members to "group admin" which is the second highest admin level and largely grants access to the site.

Fiber Internet is now an item for Facilities to report on and can be followed in their updates.

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.

September Newsletter I think we dropped the ball on this one. Let's get it out shortly after our board meeting to promote league signups and volunteer opps.

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CER Additions - A very easy way to get into a bunch of homes is to put our youth and adult learn to curls into Community Education and Recreation programming. The plan is to reach out to the programs in the south metro area and get our classes into the catalogs for next year, maybe starting in the spring after the olympics.

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Member Services Report

September 2025

Registration Status: (Rob Graber)

Below is the current report from Rob Graber regarding registrations.

League	Starts			Teams	FA	Paid Reg	Unpd Reg	Reg + Invites	Pending Invites	Missing Invites	Notes
Legacy League Totals		Teams	Curlers	77	0	184	12	264	68	38	
Sunday 5:15 Open	28-Sep	100%	81%	8	0	17	2	26	7	7	
Sunday 7:30 Open	28-Sep	50%	47%	4	0	9	0	15	6	1	
Monday 5:15 Open	29-Sep	88%	75%	7	0	16	1	24	7	4	
Monday 7:30 Open	29-Sep	88%	69%	7	0	16	1	22	5	6	
Tuesday 5:15 Novice	30-Sep	100%	100%	8	0	21	2	32	9	0	
Tuesday 7:30 Experienced	30-Sep	100%	72%	8	0	20	0	23	3	9	
Wednesday 5:15 Triples	1-Oct	75%	71%	6	0	13	0	17	4	2	
Wednesday 7:00 Doubles	22-Oct	25%	25%	2	0	3	0	4	1	0	Currently not viable
Thursday 5:15 Expericened	2-Oct	100%	81%	8	0	19	2	26	5	6	
Thursday 7:30 Novice	2-Oct	100%	94%	8	0	19	2	30	9	3	
Friday 5:30 Happy Hour	3-Oct	63%	66%	5	0	16	1	21	4	0	
Friday 7:30 Mixed	3-Oct	75%	75%	6	0	15	1	24	8	0	
Sunday 12:45 Nov Mini 6-End	19-Oct	13%	19%	1	2	4	0	6	2	0	Currently not viable
Sunday 2:30 Instructional	19-Oct	13%	22%	1	5	0	0	7	0	0	
Sunday 2:30 Novice Mini	7-Dec	0%	0%	0	0	0	0	0	0	0	
Wednesday 7:00 Dbls Instr	1-Oct	0%	0%	0	0	0	0	0	0	0	

- Sunday 7:30 has 4 team spots available. This league has historically not been full anyway.
- Both Monday leagues currently have a single team spot open. If this does not change, we could consider trying to move a single team to the other league to at least make an even number of teams in each.
- Wednesday Triples has 2 spots available.
- Friday 5:30 has 3 team spots available.
- Friday 7:30 currently has two available, but one additional team is likely to drop, so there are probably 3 here as well.
- The Wednesday Doubles league is very thin (has been historically too). Right now there are only 2 confirmed teams.
- Sunday 12:45 Novice currently only has 4 people signed up. It does not start until mid-October, so there is still a bit of time to make this one work.

We are currently working on a couple of initiatives to recruit more teams….

- Targeting a strategy to contact Private Event and L2C participants from last year to try fill more teams/curlers for the Sunday Instructional and Novice Mini leagues.

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- Planning to contact ALL DCC curlers to promote the Doubles Instructional league. Focus on this being a learning opportunity.
- We should add registration link and league status to the news letter.

Private Events:
Large opening event with Delta is all set for Sept 17.

- 30 to 50 people
- They will meet for dinner at 6pm followed by on-ice at 7.
- Darren and Lisa will handle the Bar.
- 6 instructors have been confirmed.

No other events have been scheduled. A couple of inquiries have been received but have not confirmed/committed. Sheryl Paulson-Price is communicating with prospective clients.

Learn To Curl:
Three L2C events are on the club and volunteer calendars: Sept 21, Oct 5, Oct 12.

Practice Ice: (Pete Segar)
Practice Ice is currently managed offline by Pete Segar. A copy of the current schedule is provided below.

Date	Time	Hosts
Mon Sept 22	6:00-8:00 PM	Jim Gaebel
Tuesday Sept 23	6:00-8:00 PM	Pending a host
Wed Sept 24	9:00-12:00 AM	Pending a host
Wed Sept 24	6:00-8:00 PM	Jeff Kierzek
Thurs Sept 25	6:00-8:00 PM	Jim Gaebel
Sat Sept 27	None	Pirate Spiel
Sat Oct 4	1:00-4:00 PM	TBD
Sat Oct 11	1:00-4:00 PM	TBD
Sat Oct 18	1:00-4:00 PM	TBD
Sat Oct 25	None	Ice Maintenance
Sat Nov 1	1:00-4:00 PM	TBD
Sat Nov 8	1:00-4:00 PM	TBD
Sat Nov 15	None	Triples Spiel
Sat Nov 22	1:00-4:00 PM	TBD
Sat Nov 29	None	Ice Maintenance
Sat Dec 6	1:00-4:00 PM	TBD
Sat Dec 13	None	Holiday Spiel
Sat Dec 20	1:00-4:00 PM	TBD
Sat Dec 27	None	Holiday Break

As of this time, not all dates are listed on the club calendar. We are working to get them aligned.

Volunteers are currently managed by Pete using this spreadsheet.

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TCCA Clinics:

Laura Hakala and Jody Skyberg are working with TCCA to bring a couple of skills development clinics to the club. They are currently working to lock in possible dates.

Lakeville Businesses:

We have successfully transferred the communication point of contact for both the Lakeville Chamber of Commerce and Lakeville Downtown Business Association. We may be a bit less active going forward but will remain on their distribution lists.

Business Operations Report

Triples Spiel

Request has been made to (3) Triples teams to host the Triples Spiel. Awaiting response.

Advertiser Confirmations

Confirmed In-Sheet Sponsors:

- Great British Realty (Andrew) – SHEET C
- Midwest Money Management (Sarah) – SHEET B
- Spectrum Curling (Sandra) – SHEET D

Confirmed Wall Sign:

Dakota Curling Supplies (Darcy) OK to move scoreboard off of the sheet

No response:

Allina Health – Sheryl verifying contact

Google $10K grant to help non-profits

Jason Missing documentation to submit request for grant. Will work with Jeanine.

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Facilities Committee Report

September 2025

Summer Projects Status Update:

- Ice Install complete through Tyvek and 3 additional floods.
- On track to complete in time for Corporate Event on 9/17.
- 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 is not done yet.

Maintenance items

- Get mixed bed filter "rebedded" - Done. Need to re-install
- Get a new sediment filter - Done
- 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. Three newly sharpened blades are back from Dakota Curling Supplies. Need to install.

In Ice advertising

- See the diagrams in the enclosed file "Ice Markings 2025-2026.pptx"
- Removing Dakota Curling Supplies
- Changing locations of sponsors per request
- Potentially adding fiber optic lights to sheet A for LOD training aide. Concept has not yet been proven out.
- Since this diagram was created (this morning) Jerry has negotiated with each sponsor to remove them from the hog lines and instead have all hog lines the same with Broomstones graphics on them along with the code for DCC curlers to get a discount.

Ice Crew Update

- Ice Crew Summit held on Aug 21.
    - We have a good start to our daily cadence of ice maintenance and who is assigned to each day. Still have some work to do to fill in the gaps.

Camera System

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- 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

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.

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
    - Fold this question along with other club items in a survey

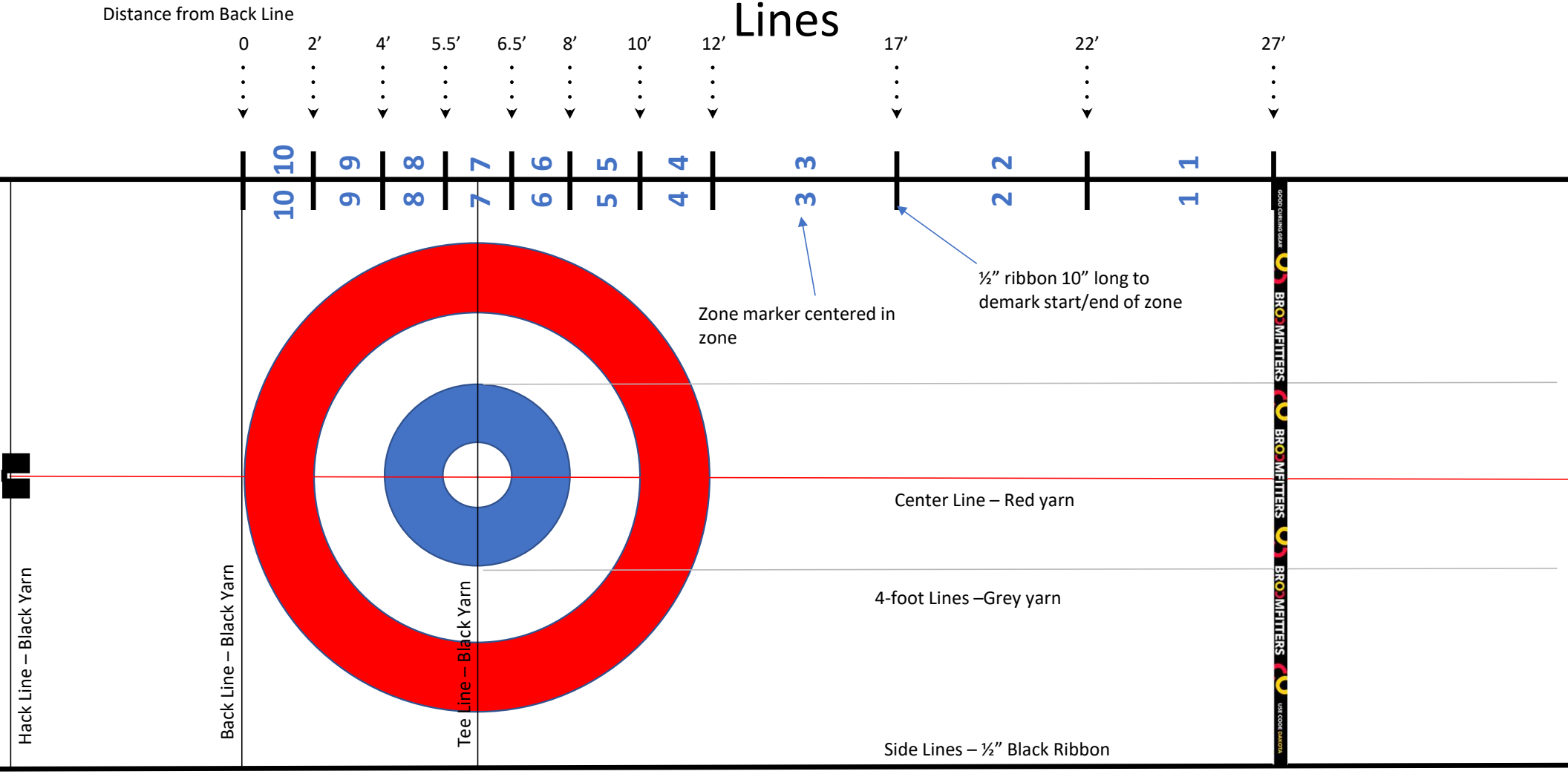
Internet Service Provider Update

- 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.

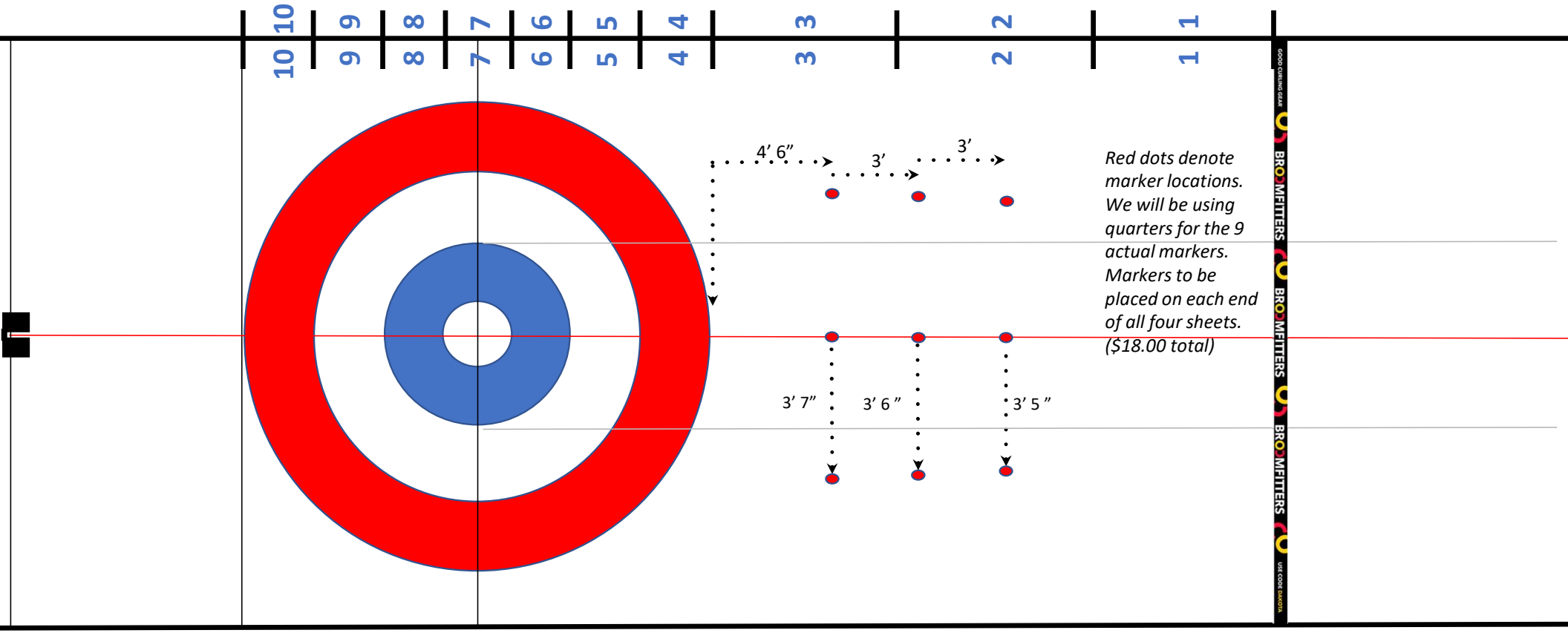
Ice Markings – 2025/26 Season

Dakota Curling Club

Zone Markers and Lines



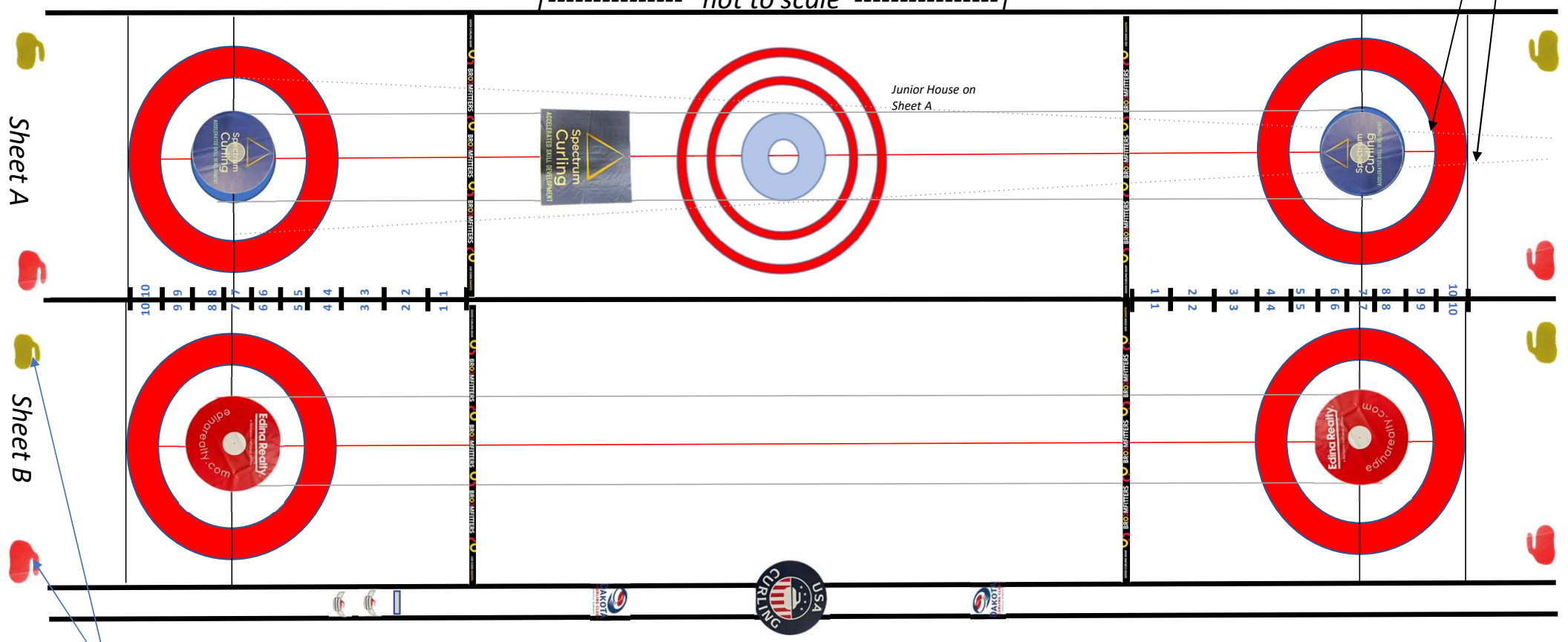
Doubles Markers



Marketing – Sheets A & B

NEW THIS YEAR:
Fiber Optic Line of Delivery
Training Lights
(Concept not yet vetted)

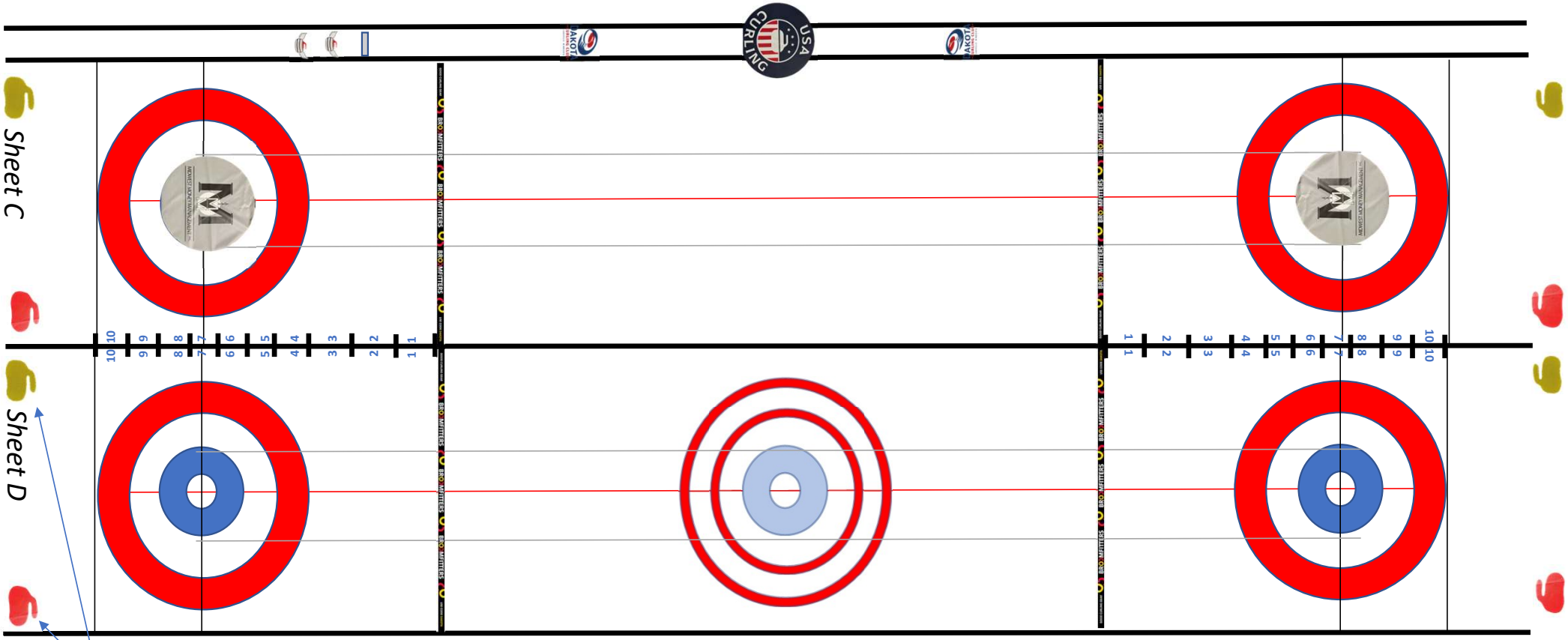
|---------- not to scale ----------|



Red and Yellow colors should line up with the colors of the drink holders at each end of the sheet.

Marketing – Sheets C & D

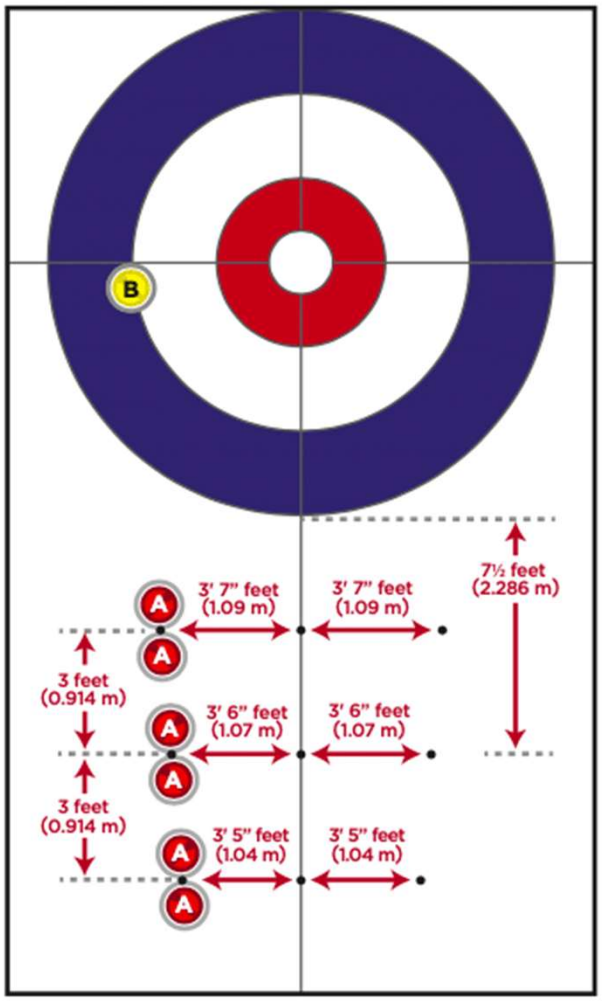
|---------- not to scale ----------|



Red and Yellow colors should line up with the colors of the drink holders at each end of the sheet.

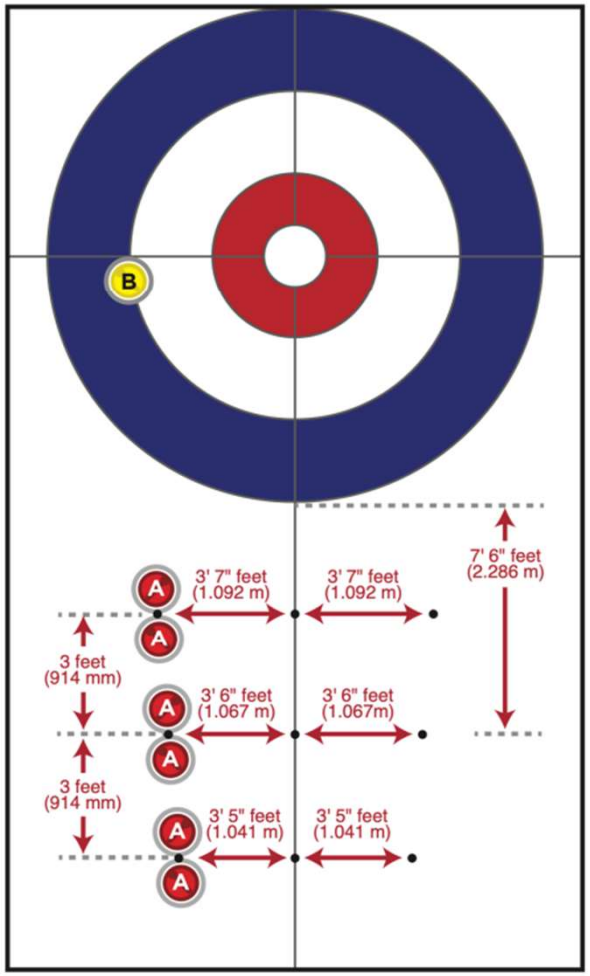
From www.Curling.ca
Mixed Doubles Rules

Figure No. 2 - Power Play Option



From worldcurling.org
Rules of Curling 2022

Figure No. 2 - Power Play Option



Images