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Dakota Curling Board of Directors Meeting Minutes

December 14, 2025 - 2:00pm @ DCC

1.) Call to order Time: 2:19
Present: Jeanine Perera, Jon Skyberg, Jerry Schimmel, Jason Armstrong, Laura Hakala, Randy Peterson, Jim Gaebel, Brian Mong
Absent: Joe Kaus,
Guest: Monica Yeadon

2.) Set date for next meeting:
Note: Meeting time for the January meeting was changed to 5pm so that the meeting will end before the start of the Doubles league. We have informally agreed to try to schedule the meetings on the 2nd Wednesday of the month.
   a.) Next: January 14th, 5:00pm at DCC
   b.) Future: Feb 11th, 5:00pm at DCC

3.) Consent Agenda
Motion to Approve: Second: Result:
   a.) November Meeting Minutes
   b.) Business Ops Report
   c.) Member Services Report
   d.) Presidents Report
   e.) Facilities Report

4.) Guest Presentations
   a.) Monica Yeadon - Social Media Schedule and Discussion
   Monica has agreed to be the Social Media manager for the club. She attended the board meeting to introduce herself as well as give a general overview of some initial plans for the club. Some key points:
      - Targeting a weekly content post with a different focus each week. Some topics:
         - What is happening at the club in coming month. Bonspiels, Practice schedule, etc.
         - Education… Rules, Etiquette, history, etc.
         - Club community highlights
      - Daily posts during the Olympics

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- She would like people to *LIKE*, *SHARE*, and *COMMENT* on posts to help to make them more prominent to social media algorithms.
- It may be possible to try to generate some Tik-Tok ore YouTube shorts. Possibly a shot of the week to highlight shots in league games.

Monica also indicated that she has experience and interest in Policy and Handbook Writing. Shis willing to help out any needs we have in those areas.

5.) Discussion of Items Pulled from Consent Agenda

Approval of Consent Agenda

a.) LEAGUE Status:

- Signup status is relatively normal according to Rob Graber. Rob sent out a reminder email late last week to nudge people to commit and pay.
- We have had a couple of existing teams indicate they are not planning to play in the winter season.
- Several new and returning teams have filled in some of the openings in leagues.
- Jerry reported that the Instructional League (Jason Botteril) has done a great job of creating passion for new curlers and created a few new teams.
- It is still hard for an individual curler to come to the club to find a team. Larua has created a Google Form for collecting Free Agents. It was suggested that Monica could help launch access to this Free Agent form.
- We attempted to try adding additional teams to Thursday night leagues. The goal was to create more room in the leagues by over filling leagues (9 or 10 teams). This created a need for bye weeks but allowed more teams in the leagues. This plan was aborted due to some significant pushback from members – 2 or 3 bye weeks in a 14-week season was objectionable (especially since not all teams miss the same number of weeks). The message that we are looking to try some new things has been received.

b.) ADVERTISING

There was a brief discussion about the ads on our streaming platform. We are still showing Allina who is no longer a sponsor, and we are not advertising Broomfitters as a new sponsor. Broomfitters is visible in the Ice, but not the streaming ads.

6.) Strategic Discussions

a.) Olympic Year Preparations (Jerry)

- High School USAC Event (Feb 14th)
- Coffee and Curling (Olympic Events

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Jerry expressed a desire to hold Olympic Gold Medal viewing parties at the club. The date and time of the games is set. Jerry is working on concepts for an early morning viewing party.

b.) League Updates (Laura, Jim)

- Senior Spiel (Advertisement?)

  The Sr Spiel is currently scheduled for Jan 20 and 21. The event is being led by Jeff Kenedy and Dean Skalman. The event is not currently advertised on our website, but Jeff and Dean have created a registration and sent it to last year's participants.

  Jerry suggested that they could target mid-week leagues at St Paul and Frogtown to grow the event. It is believed that Jeff and Dean want to keep this small and informal – growing it would likely result in them declining to lead.

c.) Survey Team Report

Joason reported summary rating results from the survey. In general, the ratings were very good. There is a need to figure out how to distill the rating and comments and report back to our membership.

Members of the board will be assigned a question or two to analyze. The goal is to review the individual comments to the question, pull out themes to the responses (positive and negative), and propose action plans. The board will review these reports at the next meeting.

7.) Old Business

a.) Volunteer and Bonspiel Incentives

Very brief discussion about Volunteer policy at the end of the meeting. This is a subtopic of the survey. Some people love the policy, and some hate it. Jason suggested that we need to create a way for this to feel like a reward vs a punishment (a view expressed by Jerry in the past).

On idea discussed was to charge everyone the $100 up front and give it back if you get your hours. This credit would feel like a reward but cause a lot of work to manage.

8.) New Business

a.) Paul and Darcy Party (New Years Eve)

- Paul and Dary party is set for January 1 and there are fliers on the tables in the club.

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- $1000 Matching Gift for Youth Curling from Elleby's.
  Paul and Darcy would like to match member donations to youth curling up to $1000. We discussed having the club also provide a $1000 match. Jon Motioned: *DCC will match member contributions to the Youth Curling program up to $1000.* Jason seconded the motion. Motion passed by vote.
    - TCCA has also designated a $550 grant to DCC to support Youth Teams. This is in addition to a $1000 grant from last year that is available to the program.
- The board discussed ways to honor Paul and Darcy
    - Jon is coordinating a DCC Flag that he will get members to sign and give to them.
    - Some other ideas discussed but not formally committed to:
        (a) Rename sheet C to Sheet E in their honor.
        (b) Founders Plaque with their names.
            (i) Jerry is working with Paul and Darcy to create a history document to record the history of the club.

b.) Public Response to USCA Trans Athlete Ban

The background of this issue is that USCA has made a formal statement to exclude Transgender athletes. USCA was essentially forced to do this to maintain access to federal funding. This was not a member voted on policy change and should be reversable if the political environment changes.

We have received a member request asking what (if anything) our club is planning to do in response to this issue. Other clubs (mostly on the coasts) have issued a statement.

The board had a lengthy discussion on this topic. Our policy is displayed on our website and remains unchanged. We are open to anyone wanting to play.

The Board position: The board decided not to publish a statement regarding the USCA Transgender policy at this time. Instead, the club will work towards ways to have inclusionary events in the future to celebrate our more marginalized members of the community.

c.) Policy for Practice Time / Private Event

There was a brief discussion of Practice Ice policy towards the end of the meeting. There is a desire by some members to be more open to practice ice. No conclusions were made during the meeting. Some issues discussed:

- Practice must be hosted. We can't have people on the ice alone.
- We can't allow people to just come in and use the ice….

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- We don't have enough ice staff to accommodate this.
- Not fair to leagues to have ice deteriorated by practice.

Private events were not discussed (Tabled)

9.) Adjournment Time: 4:19pm

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President's Report

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No injuries or incidents to report.

Organization of the Clubs Accounts - Xitter and some you-tube accounts are still unobtainable. I have a hunch they are still under darcy or some other past board member. May have to start initializing getting these accounts back under our fold through the Customer Support.

Bonspiel Winners - I've made alot of progress with this and I'd like to soon move forward with updating our trophies. There's still some chunks missing - but I'd say the bulk of them are found and the rest can be updated as they come in.

Club Store - No Update

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

League Hosts - League hosts are generally under utilized volunteers at this point.

L2C Schedule - Need to open up more dates around the new year.

Social Media Accounts - We have a social media manager! Have you noticed in uptick in our social media presence? I know I have, but that could be because I also have admin account status.

Google Workspace - added an account for Monica Yeadon, monicay@dakotacurling.org.

Bar Training - Smooth and generally no need to interfere.

New Newsletter - We do get interest in writing the articles, we don't get much back from that interest. It needs constant reminders and I'm left again managing something. There's likely a better way to manage this. I'd like to get one more out prior to this season starting, but with the holidays, it'll be a tough sell to get articles written.

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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

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Leagues:
Winter League registration is open. This season, all current rostered players were sent an invite email to join the league.

We have changed both Novice Leagues (Tuesday and Thursday) to Open Leagues. This reflects the true level of the league members. We have not had a real Novice or entry level league for a while other than than a Novice Mini that starts in March. There is a short (3 week) Novice Mini going on in December (4 teams).

We attempted to open registration to 10 teams for both Thursday leagues but aborted the plan due to some strong concerns from some members. See League Committee comments later in this document.

Even though the Thursday bye plan was aborted, a clear message that we are trying to make some changes has been communicated to the Thursday Leagues. In limited conversations, there were more positive responses than negative.

We had a strong class of curlers coming out of the instructional leagues this fall. We will work hard to get them recruited into leagues. Our biggest 4-member capacity exists on Friday and Sunday nights.

Registration Status: We currently have a lot of teams that have not had any members pay an invoice. Rob indicated that he isn't too worried about the number yet. He planned to send a reminder email late last week.I We need to identify openings as soon as possible to ensure we have time to recruit for openings.

Changes Identified so far:

- Monday 7:30 - Dropped 1 team. Down to 6 teams.
- Wed Triples - Dropped 1 team (Segar). Down to 5 teams
- Friday Mixed – Dropped 1 team (Wilson/Svenson). Down to 4 teams
- Friday Happy Hour – Added 1 team. Up to 7.
- Sunday Open (7:30) – Added 1 Team. Up to 5.

There is a known group of about a dozen curlers that is trying to form 2 teams (maybe 3) to complete on Friday night. We will encourage these teams to fill spots in both leagues.

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Private Events:
We did not have any private events in November. The number of inquiries has greatly increased over the last few weeks and bookings are starting to be secured.

Current bookings:
Dec 5
Jan 1
Feb 0
Mar 1

We have had a couple of inquiries for LARGE groups. The last one of these was 120 people and 60 curlers. Our board discussion determined that we likely needed to cap attendance to 90 due to the size of our warm room (and that assumes many of those are on the ice). While these are important revenue-generating events for the club, we want to make sure people leave with a good experience. Suggestion: noting capacity for events on the website may help to eliminate enquiries from those larger groups that we cannot host.

Name Tags:
The Name Tag sign-up sheet is doing a good job of collecting names. Once we get the Winter registrations completed, a new badge order will be made.

Learn To Curl:
Upcoming L2C Classes: December 6, 20
No L2C events on the calendar after December.

Practice Ice: (Pete Segar)
December Practice Ice: Dec 6 & 20
December 6 is also Holiday on Main. Practice Ice was cancelled but several people did come and participate with some instruction!
Practice Ice schedule for Winter season has not been completed.

League Summit/League Committee:
Some members of the board (Jim Gaebel, Laura Hakala, Jerry Schimmel, Randy Peterson, Brian Mong) met on November 22 to talk through some possible changes to open up some spots for winter league. We have concern about availability of spots for graduates of the instructional leagues and Learn to Curl classes as well as new members that are anticipated from exposure in the Olympics.

During this meeting we decided to try to add teams to the Thursday night leagues. Thursday was picked because it is viewed as our most requested night. We attempted to set these leagues to 10 teams for registration. This would result in bye weeks since we only have 4

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sheets. This plan was communicated to the current Thursday skips. While we had several positive comments, a fatal flaw in the plan was uncovered. This was so objectionable that we decided to abort the plan.

The flaw (assuming 14 week season):

- 10 team league: 8 teams have 3 byes, 2 teams have 2 byes
- 9 team league: 5 teams have 2 byes, 4 teams have one bye

The ultimate issue is that 3 byes in 14 weeks was viewed as too many.

During the meeting we agreed that we would like to make some bigger changes to open up more opportunities. These bigger changes will take more time and communication to implement. We will work to formulate a plan by Fall 26 registration. Some ideas being considered:

- Bye weeks - Could still work if we control the season length
- 3 Draw Nights - Easiest way to add more ice time
- Saturday Curling - Has not been workable in the past
- Open Curling - times to show up and play like Wednesday sr. curling.
- Competitive League (vs current Open and Experienced)
- New Novice League for new curlers

LAKEVILLE COMMUNITY:

- Holiday On Main
  Darren Kermes and Lisa Baker are co-lead DCC participation in this event. The Holiday on Main took place Saturday December (Dec 6) from 10 to 4. We had a large number of people come through the club throughout the day. We did not get as many people to try curling as we had hoped. It was a very good community event for the club.

  The visitors were able to observe demonstration curling (High School games and member games), participate in youth or adult instructions, ornament/card building for young kids and general social time (Hot Chocolate and Tom & Jerrys) at the club.

  One issue we had was the waiver QR code did not get us to a link to the Minor Waver. Darren was able to get a URL from Sheryl Paulson-Price. We need to update our sheets.
  tinyurl.com/dccfy26

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Facilities Committee Report

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Maintenance items

- Chiller heaters installation has been completed including insulation. The success of this will be determined by upcoming below zero weather.
- We have had a couple of chiller issues…both on Compressor 1 erroring out on low pressure. Gartner found a leak and fixed it. Leaked again in another place a week later. Finally resolved by rebraising the exchanger.
- The landlord's HVAC vendor reported a strange noise coming from our Dehumidifier. Found a loose pulley. Working with our vendor to come and check it out.

Ice

- Completed second ice maintenance event.
- Installed fiber optic LOD training aid on scoreboard end of Sheet A. We were only able to get one line installed. (Right Handed Intern at 8') Anyone is welcome to use it. Switch on the wall underneath the scoreboard.
- Will be abrading the stones on 12/14. This will give the stones some time to settle down prior to the Big Spiel
- Next Controlled Melt is planned for 12/26-12/28.

Camera System

- We have had a few more intermittent issues causing the streams to fail. I believe the vendor has those issues ironed out now.
- There still are a few issues with the TV displays in the warm room
    - Periodically, the connection is lost and the TVs don't pick up the proper IP address. It is resolved by rebooting the switch and cycling the power on the bird dogs (the TVs). No root cause is known at this time.
    - The vendor is sending a replacement bird dog for the TV on sheet B. It will frequently freeze up and/or display just a ¼ image (Rebooting the TV resolves the issue)

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.

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- 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. Still waiting on confirmation for the install timing. Hopeful for January at this point.