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

Dakota Curling Board of Directors

April 15, 2026 – Meeting Minutes

1.) Call to order Time: 5:21
Present: Jeanine Perera, Jon Skyberg (via phone), Jerry Schimmel, Jason Armstrong (via phone), Laura Hakala, Randy Peterson, Jim Gaebel, Brian Mong, Joe Kaus
Absent:
Guest:

2.) Set date for next meeting:
a.) Future: May 14 at 5 pm. (Thursday)
b.) June meeting – June 10 at 5 pm. (Prep for annual meeting)
c.) Annual Meeting: June 23 – 6:00 (DOORS open at 5)
At club and have a virtual option
Board Meeting Elections
Solicit people who are interested.
Expect 20 – 25 people

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

4.) Discussion of Items Pulled from Consent Agenda
A concern was raised over non-trained personnel operating the food service. Only Bar Trained personnel can be behind the bar. Therefore, you must be trained for the bar and food service before you can make pizzas. Food Training does not clearly state this. We need to make this clear.

The President Report commented that Andrew Price can see unanswered messages in the Instagram account. Jerry had had no success in figuring out who has ownership of the DCC Instagram account. He cannot see these messages and has been unable to get access. Laura suggested that we turn off the messaging to prevent the appearance that we are ignoring the account.

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5.) General Meeting Topics

a.) Advertising (Jason A)

Jason talked through a rate card and sample email he intends to use to solicit advertisers for the club. He asked board members to look through these documents and provide any comments that we have. He has sent one inquiry to a local veterinarian to test the process.

Jason has a plan to create a small card that members can use to help create leads. These can be brought into your companies or dropped off at businesses. The idea is that members can help generate the cold leads and then Jason will follow up to convert. The intent is that a member can earn 1hr of volunteer time for every $100 in advertising that they generate.

Jason asked to speak about this advertising plan as part of the Annual Meeting on June 23.

b.) Bonspiel Advertising (Jason A)

As part of his work with Broomfitters, Jason sends items all around the country. He suggested that the club could create a flyer advertising bonspiels that he could include in the mailings as a way to generate more interest in our Bonspiels.

The initial talk was regarding specifically targeting Pirate Spiel. Jason cautioned making it too broad in that the more that you put on the card, the less chance someone will read it. The idea would be a simple card that includes a QR code to the registration page. If they get there, they may look further to get to more of our events.

Jerry would like to create a way to track how many “clicks” we get from that QR code. This would help us understand how effective this type of advertising is. Jason/Jerry will try to figure out how to make this tracking work.

Jason will work with Sheryl/Deb to create the content for the card. He will then print 250 cards and start including them in his Broomfitters mailings.

c.) Social Memberships (Jason)

Jason lead a discussion about the possibility of using Social Memberships as a way to connect more people and new curlers to the club. If we target LTC, Instructional and Private Event curlers with a Social Membership, can we lock them on a path to full league memberships?

The current Social Membership costs $60 and allows the member to sub up to 5

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times. We think this policy is very loosely followed and we only have a couple of social memberships.

We did some brainstorming about how this Social Membership benefit could be revised to provide benefits specifically to new curlers: Access to Practice Ice, use of bar at member prices, participation in Drop-in Leagues, ability to sub in leagues, etc.

The general discussion was that our $60 cost would be too high to entice people to join. Since this membership includes time on Ice, it would need to generate a waiver requirement at time of joining. A cost of $20 or $30 could be a good target price. An example: A non-member showing up to a drop-in league would be asked to pay the $10 game fee plus join as a social member.

Some issues that need to be vetted:

- What should Social Memberships cost?
- Does Social Membership also require US Curling membership?
- How broad should the benefits be?

Jason agreed to create a more formal proposal for discussion at the May board meeting.

d.) Leagues Committee Update

The Leagues Plan is summarized in the Member Services report to the board. Jim lead some discussion on the league plan for next year. In general, all existing leagues are left intact.

- Instructional and Novice Mini's will move to Saturday.
- 2 new Novice Leagues will be added to Sunday afternoon.
- A new 4-person league will be added to Wednesday
- We will try to create additional Drop-In game times
  (Friday afternoon, Saturday Night)

This creates about 140 openings (existing openings and new leagues) to capture new curlers.

We decided not to target 9-teams in each league. It makes sense to target filling exiting leagues first.

6.) Adjournment Time: 6:45

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President's Report

April 2026

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.
2025-04-14 Update: Andrew Price - He is able to see instagram messages, something that as of yet, I am unable to see. Occasionally I get notifications there are messages, but I have no access to them to see them or a way to respond. It's very frustrating that these accounts were not passed on.

Bonspiel Winners - I've researched as much as I could. I think they are what they are. Need someone to pick this up and run with getting trophies updated.

Social Media Accounts - Ran almost exclusively by Monica Yeadon at this point. She's doing very well.

Google Workspace - No Updates

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.

Update 2025-04-14: There's basically no time for me to manage this. I was able to put out the first one just because it was a passion project. Without support, this newsletter will fall away and be removed.

Dock App: I'm creating an application named "Dock" for the club. This application "Docks" all of our various assets into one central location. Because of the ability to integrate, Discord will work well and will be the preferred messaging platform to work with Dock. League Apps, Webconnex, and Square can all be integrated well into the application.

CER Additions - This will have to be something we advertise soon to get into the fall catalogs. Our LTC dates should be set soon, and we can then move forward with this.

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Member Services Report

April 2026

Leagues:
Winter FY26 Leagues are up and running with minimal issues.

A team is working on prepping for club playdowns to be held April 23 to April 26. Registrations are open until April 12. The schedule and matches will be set up based on the number of entries.

The Leagues committee has been working on setting up the FY27 schedule. The committee goals have been geared to preparing for an Olympic Bump of members, providing Novice leagues, looking for opportunities to add draws, and looking for ways to fill some of our leagues that are underutilized. We have also solicited input from existing members to ensure that we are sensitive to the needs/desires of our current league members.

The FY27 Leagues Proposal:

- Move Instructional and Novice Mini to Saturdays
- Add 2 Novice Leagues to Sundays (12:15 and 2:30)
- Add 4 person Draw to Wednesday
    - 5:00 Triples
    - 6:40 Doubles
    - 8:15 – New League (Doubles Expansion, 6-end league, or Competitive)
- Friday 7:30 Mixed will become Mixed/Open
- No changes to other leagues
    - May go to 9 team registration if needed.
- Work on plans to fill – Sunday 7:30, Friday Mixed/Open, Triples
- We will also look for more places for drop-in curling times. Friday afternoon and Saturday evening are leading candidates.

This plan creates up to 144 open league spots.:

- Current leagues (Winter 26) have 48 player spots available
- 64 spots added or Sunday Novice
- 16-32 spots added for Wednesday 8:15 draw

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Private Events:
Private Events continue to be popular! We conducted 5 events in March and currently have 5 scheduled for April and 1 for May. We expect this list to grow based on the number of inquiries the club is receiving.

4/4	12:00	2 Sheet
4/4	3:00	1 Sheet
4/7	10:30	1 Sheet
4/7	2:30	1 Sheet
4/30	2:00	1 Sheet
5/5	5:30	3 Sheet

At the end of the year, we will have conducted 34 Private Events! These events will have resulted in over $23K of revenue for the club.

Learn To Curl:
Four Learn 2 Curl classes were conducted during March. There was also a 3-week instructional league for L2C graduates. This concludes the training season.

Jason Botterill also conducted a Trainer Training session on March 14. Due to the number of Private Events and L2C events, we are in need of more people who are willing to train new curlers.

Practice Ice: (Pete Segar)
March and April Practice Ice

March	21, 28
April	18, ~~25~~ (25th may be canceled for club playdowns)

Bonspiels:

March 6:	Doubles Spiel
April 10:	MCA Arena Playdowns
May 1:	Cinco Spiel

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Facilities Committee Report

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Maintenance items

- Chiller Maintenance: The chiller has been working flawlessly since the last leak fix applied in February. We did find that when the outdoor temperature rises as quickly as it has in the past week, that the chiller struggles to keep up. By staying ahead of it a bit (turning the temps down a degree or two before the outdoor temperature spike), the chiller is able to maintain the ice temps.
- AED battery has reached end of life. This battery can not be recharged but does last a few years. I ordered a new battery and also ordered new electrode leads as the ones we have are well past their expiration date. In the meantime, the AED can be used but the battery will need to be re-inserted prior to use. (I removed it because it was chirping with a low charge alarm)

Ice

- Performed the final ice maintenance event for the year on 4/8-4/9. It went well. We had plenty of time to get the ice back in playing form for the MCA playdowns.
- MCA playdowns went well. (However, it gets to be a bit of a struggle to get ice volunteers this time of year due to vacations and i think people's interest in curling is waning a bit.

Camera System

- SSN reports that they now (finally) have the issue fixed with the streaming to YouTube. The issue stemmed from changes made by YouTube. The vendor between SSN and YouTube thought they had it resolved with an earlier patch. It still was affecting many of us. As of 4/10, the issue seems to have been resolved. I posted to the community that is was working again. I have not heard or witnessed similar issues since. (Note: the images in the warm room might still have problems that are unrelated to this overall problem. They are not frequent and are resolved by rebooting the TV)

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OTHER

- Working to get crews together for the 3 remaining events for the ice team:
    - Club Championship playdown
    - Cinco Spiel
    - Ice removal
- Need to make the plans for what we will be doing this summer in terms of improvements and fixes. I personally will not be volunteering to spend a significant amount of my time in the club this summer. (The last 3 were pretty busy) I will be at least be doing some of the items that definitely need to be done like readjust and tighten a few of our house cameras, doing the normal maintenance of our filters, chiller maintenance, dehumidifier maintenance, cleaning and drying of the vinyl houses and adverts, etc.

Internet Service Provider Update

- The physical run of the fiber optic cable was run into the building's electrical room on April1st. We now need the vendor to make the plan to get it from there to our space and perform the work.
- Contracts signed to switch to Metronet fiber service. Met with the install team and mapped out the scope of work and timing. Expected install June 2026. Completed cost and speed comparison to Spectrum. Spectrum offers 1GIG/50Meg upload compared to 1GIG/1GIG with fiber. Metronet is $250 per month and Spectrum $175 per month.

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Business Operations Committee Report

April 2026

Arena Club Playdowns (MCA):

- Completed on 4/10-11.
- 2 mens teams, 1 womens team played/practiced

Fall Advertising

- 2026/27 Advertising Brochure complete
- Individual emails to Lakeville businesses has begun
- Monica Y producing an Advertising Menu" to be distributed at the club for Members.
- Presenting advertising at Year End Club Meeting