

**United States Curling Association
Executive Committee Meeting
June 13, 2008
Via Conference Call
Minutes**

Present:

Chris Moore, in the chair
Jack Bernauer, Kent Beadle, Walt Erbach, Janet Farr, Nicole Joraanstad, Judy Maier
Richard Maskel, Robert Pelletier, Bill Todhunter, Georgia West

Not present:

James Pleasants, Chris Sjue

Also present:

Rick Patzke, COO
Dave Jensen, Chair Coaching Committee

1. **Convene, welcome** – Mr. Moore convened the meeting at 2:00 p.m. CT. Roll was called and Moore declared there is a quorum.

2. **Additions, revisions to agenda** – Scheduled Agenda items were:

- Ratification of the Coaching Committee's recommendations for Coach and Developmental Coach of the Year
- Approval of a marketing contract with Mercury Communications Group regarding web design and sponsorship development
- Informational update regarding the 2009 budget, strategic plan and committee structure

There were no additions or changes to the agenda.

3. Ratification of the Coaching Committee's recommendations for Coach and Developmental Coach of the Year

Mr. Erbach introduced Dave Jensen, Chair of the Coaching Committee who discussed the process and recommendations for coaches of the year. **Motion-** Mr. Erbach, Second- Mr. Beadle to ratify the recommendation of the Coaching Committee for Phill Drobnick as Coach of the Year and Mike Solem as Developmental Coach of the Year. After a brief discussion, the **motion was unanimously approved**. Mr. Jensen was asked to notify the recipients and inform Ms. Kolesar in the office for publicity. (*Mr. Jensen left the meeting.*)

4. Approval of a marketing contract with Mercury Communications Group ("MCG") regarding web design and sponsorship development

Messrs. Beadle and Patzke discussed the terms of the proposed contract which was sent in advance to the Executive Committee members. The contract with MCG would be for the term commencing with signing thru December 31, 2010. The USCA

would pay MCG \$27,000 which includes \$22,000 for web design services and \$5,000 as a retainer for sponsorship development. In addition, MCG would be compensated based on a commission scale for sponsorship revenue. The funding for the contract would come from the Chicago Community Trust Grant.

Motion: Beadle, Second: Pelletier to authorize Mr. Patzke to enter into the contract.

Discussion: Mr. Bernauer asked if the retainer was for the sponsorship development (yes). Mr. Maskel indicated his support as the services provides a good opportunity to develop additional revenue. Mr. Pelletier asked about the deadline to sign. Mr. Patzke indicated that he is meeting in the next week with the MCG in Denver and that would be an opportune time to finalize this and that they are anxious to begin work. Mr. Beadle emphasized that the USCA needs additional resources if we are to generate revenue and his initial concern that the MCG would emphasize the web development over sponsorship sales. Mr. Patzke indicated that they are equally committed to the sponsorship development as they are to the web design which is simply a tool to help generate sponsors. Some other suggestions were made regarding technical and editorial aspects of the contract. Ms. West suggested amending the contract to ensure the MCG put security provisions in place to protect all confidential and personal information.

Vote: The motion was unanimously approved with the added provision that Mr. Patzke would request the additional language regarding security requested by Ms. West.

5. Informational update regarding the 2009 budget, strategic plan and committee structure.

Mr. Moore indicated that the officer group was making progress on the strategic plan and 2009 budget. The group met the previous weekend and while additional work is necessary, he is optimistic about reaching a break-even or small surplus budget. A subsequent Executive Committee meeting will be called to discuss and approve the budget.

Mr. Moore asked for clarification that Ms. Farr would remain as the USWCA rep and she confirmed that to be the case. He also asked the Executive Committee members and officers to let him know of any committee membership needs or preferences. Currently, the major needs are the Chairs of the Revenue Development and Planned Giving Committees.

Meeting Adjourned at approximately 3:00 PM CT.

Respectfully submitted,
Jack Bernauer
Secretary