

ACBL Unit 509 Santa Rosa / Petaluma
Minutes of Board of Directors Meeting
July 16, 2025

Call To Order and Roll Call

President Neill Ray called the meeting to order at 5:05 p.m. via Zoom. Director Harley Conner acted as secretary of the meeting. Other board members in attendance were Conrad Larkin, Maxine Reagh, Roy Redlich, and Pat Shribbs which comprised a quorum.

Approval Of Minutes

A motion passed to approve the January 22 meeting minutes previously distributed by Harley Conner. The approval of the minutes of the March 16 meeting was deferred to the next meeting because some board members had not received the minutes.

Treasurer's Report

Maxine Reagh referenced the statement of receipts and expenditures for the six months ending June 30, 2025 (the "SRE"), which was previously distributed by Harley Conner. She reported the cash balances and reviewed the deposits from ACBL for dues sharing. Harley Conner pointed out that cash on hand had increased since the beginning of the year. He reviewed the results of operations for FINLEY 509 which are ahead of budget due to the new payrate per game (\$216, up from \$192) effective with the first game in March and Maxine Reagh's effective cost management. The club generated cash of \$612 (net of equipment acquisitions, related supplies, and administrative expenses) which was just slightly less than the General Fund – Checking cash surplus for the period of \$632. Since inception in May 2023, FINLEY 509 has contributed almost \$900 (net) to the unit's treasury.

Committee Reports

Tournaments – Maxine Reagh and Harley Conner

Maxine Reagh reported that flyers for the Fall Sectional on September 20 and 21 have been distributed at local games and at recent and upcoming regional tournaments. The first of three email blasts went out on July 10 announcing the event to almost 6,000 current members within a 200 mile radius of the event.

Maxine was contacted by a representative of the coming NABC in San Francisco November 27 through December 7 to see if our unit would like to name a game for a fee of \$100. She agreed and will use this opportunity to promote our Spring 2026 Sectional. This will support District 21 – the beneficiary of these game-naming fees – and advertise the sectional at the same time. Due to space

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limitations, the title of the game will be “Santa Rosa/Petaluma Unit 509”, but the accompanying description will mention the March 7 and 8 Sectional.

Membership – Harley Conner

Harley Conner referenced the previously distributed Membership Committee Report for the six months ending June 30, 2025, a copy of which is incorporated herein by reference. Our membership at the end of June was 220, which represents a decrease of 17 (7%) members since the beginning of the year. Seventy free play coupons were issued during the period: 31 (44%) are unredeemed and will expire at year-end. The first free play coupons of the year for mentoring were issued in July to Cecelia Zachar who completed a mentorship with Jane Drever. A mentorship is in progress but is currently on hold, and one is scheduled to begin in August.

Harley referenced the new 5-5-5 Unit Retention and Recruitment Plan Report by quarter for the six months ending June 30, 2025, a copy of which is incorporated herein by reference, and reviewed the parameters of the Plan. Plan documents state the money distributed is to be used for retention and recruitment programs.

The receipt of \$283.94 (in July) for our performance in the second quarter was 58% of the total 15% amount available for distribution. Our percentile within District 21 was 38th (14 of 21) and 52nd within ACBL (138 of 286). This receipt equates to 8.7% compared to the percentage we would have earned on the previous 11% Program scale. This receipt did not include any amount for the Retention Performance goal (2.5% of dues) of the Plan. This component is difficult to achieve for other units as well with only five (24%) of the 21 units in District 21 and 53 (19%) of 286 units within ACBL receiving any money.

For our combined performance for the first two quarters of the year, we received \$652.25, which was 66% of the total 15% amount available for distribution and equates to 9.9% compared to the percentage we would have earned on the previous 11% Program scale. The amount in the SRE for dues sharing of \$1,003.71 includes \$635.40 received in January for the fourth quarter results of 2024 (cash basis of accounting).

Dues sharing receipts for the third quarter (in October) and for the fourth quarter (in January 2026) are each conservatively estimated at \$280. We will always receive the guaranteed Base of 5% and also the full Actual Performance goal of 2.5% because Harley will continue to diligently work the ACBL web-based, interactive RETURN TO THE FOLD tracking tool to renew lapsed members (dues unpaid for three months) and at risk members (fewer than five masterpoints, joined in the last three years, and have no club play in the last three months). At best, we will receive a small portion of the Recruitment goal of 5%, although Maxine Reagh will continue to recruit FINLEY 509 players who she knows are not

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members. Any portion of the Retention Performance goal of 2.5% will be difficult to earn if unit membership continues to decline. Any decline in dues sharing will not threaten the financial viability of the unit because the results of operations of sectional tournaments and of FINLEY 509 provide significant net receipts.

Education – Conrad Larkin

Conrad Larkin reported that Kathy Juarez wanted to start a beginners online bridge class by now but there were not enough sign-ups. She will try again in September but has not selected a beginning date for the class. Kathy expressed her concern that when beginning players finish her class they do not have many opportunities for in-person games or supervised play.

Hospitality – Maxine Reagh

Maxine Reagh reported she will start to distribute information to members about the holiday party on December 13 after the sectional in September. She wants to get a sense of the attendance through early sign-ups because the last day of the NABC in San Francisco is the Sunday prior to the party.

FINLEY 509 – Maxine Reagh and Harley Conner

Maxine Reagh reported average tables of 10.3 for the six months ending June 30. The “first-time player” program attracted 13 players this year through June with two more at the July 2 game. Since the program was initiated in October last year, 19 players have attended games for the first time with several consistently returning. First-time players receive a free play with their table fee paid by the club.

The Longest Day game on June 18 contributed \$76 from table fees and a gift basket raffle brought in \$135 all for the benefit of the Alzheimer’s Association. Maxine contributed the gift basket. There will be a Pro/Am game on July 30, but on the fifth Wednesday in October (29) the club will host an open Instant Matchpoint Game – the second one to be held.

Unfinished Business

Unit Championship Lesson Honorarium

Evelyn Holtz has requested that we raise the speaker honorarium from \$100 to \$150 for the one-hour lesson prior to a Unit Championship game. The reimbursement of \$25 for handout reproduction would remain unchanged.

After a lengthy discussion, a motion passed to increase the speaker honorarium for the one-hour lesson prior to a Unit Championship game from \$100 to \$150.

Maxine Reagh continues to wait to be notified if District 21 Board of Directors will resume their speaker reimbursement program. The issue has been discussed but

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no decision was reached. Jacki Ortiz is a board member and will also be a source of information.

New Business

Communications / Newsletter

With the distribution of the June newsletter, Cecelia Zachar retired as editor and publisher of the newsletter as well as the Unit's article in the District 21 semimonthly newsletter (Diamond in the Ruff). The influence of these publications is unknown in terms of the number of members reached and at what depth and frequency.

Efforts to recruit someone to take over Cecelia's responsibilities have been unsuccessful. The absence of these publications has limited our ability to communicate with members. With regards to the newsletter and to a lesser degree the semimonthly article, we no longer have a means to inform the bridge community about past and future events; club schedules and activities both within and outside our unit; and member tournament and game accomplishments, Masterpoint level advancements, and obituaries among other topics.

Each month Cecelia would spend a significant amount of time gathering the information to include in these publications, which was then followed by considerably more time to edit and publish. She used a specific application for the newsletter which would require training and practice for someone to assume her role. The Unit's website was considered as an alternate to the newsletter if its content could be expanded and kept current.

After discussion it was agreed that President Ray would consult webmaster Kathy Juarez to see if the website could be used to post additional information, how to present it, and keep it contemporary and current. He will keep the board informed as he gathers feedback.

Maxine Reagh will consult with Jackie Ortiz about how to proceed with article submissions for Diamond in the Ruff.

Board Vacancy

After discussion it was agreed that the vacancy created with the resignation of Cathy Netz would remain open and that the position would be filled when directors are elected at the annual meeting in December.

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ACBL List of Unit Officers and Directors

President Ray explained that he recently received a list of unit officers and directors from ACBL with some outdated positions. Harley Conner agreed to update this information with ACBL.

Next Meeting

Our next meeting will be on Wednesday, October 15 at 5 p.m. via Zoom. Neill Ray will notice the meeting.

Adjournment

With a passed motion, the meeting adjourned at 6:10 p.m.

Respectfully submitted,

Harley Conner, Acting Secretary

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Membership Committee Report
For the Six Months Ending June 30, 2025

(Dollar Amounts Rounded)

	Total	CW	MP	ED	
Free Play Coupons By Program					
Annual Budget	Average Each	76	10	60	6
	Estimated Charge	\$ 806	\$ 106	\$ 636	\$ 64
Issued		70	10	58	2
	<i>New Members / Transfers</i>		<i>3 / 7</i>		
	<i>Mentor / New to Duplicate</i>				<i>0 / 2</i>
	Budgeted Charge	\$ 742	\$ 106	\$ 615	\$ 21
	Over (Under) Annual Budget	\$ (64)	\$ -	\$ (21)	\$ (43)
Redeemed		40	4	34	2
	<i>New Members / Transfers</i>		<i>0 / 4</i>		
	<i>Mentor / New to Duplicate</i>				<i>0 / 2</i>
	Budgeted Charge	\$ 424	\$ 42	\$ 360	\$ 21
	Actual Charge	\$ 404	\$ 40	\$ 344	\$ 20
	Remaining Annual Budget	\$ 402	\$ 66	\$ 292	\$ 44
	Percentage Budget Remaining	50%	62%	46%	69%
Outstanding		31	7	24	0
	<i>New Members / Transfers</i>		<i>3 / 4</i>		
	<i>Mentor / New to Duplicate</i>				<i>0 / 0</i>
	Percentage Outstanding to Issued	44%	70%	41%	0%
	Budgeted Charge if Redeemed	\$ 329	\$ 74	\$ 254	\$ -
	Remaining Annual Budget	\$ 402	\$ 66	\$ 292	\$ 44
	Remaining Annual Budget if Redeemed	\$ 73	\$ (8)	\$ 38	\$ 44
	Percentage Budget Remaining if Redeemed	9%	-8%	6%	69%

Redeemed at:	
Bridge Gallery	21
FINLEY 509	17
Unit Championship	2

	Total	@ \$10	@ \$12	Average
Free Play Coupons By Table Fee				
Redeemed	40	38	2	Average
Total:	Charge	\$ 404	\$ 380	\$ 24
	<i>Percentage</i>		<i>94%</i>	<i>6%</i>
Charge by Program:	Community Welfare (CW)	\$ 40	\$ 40	\$ -
	Masterpoint Competitions (MP)	\$ 344	\$ 320	\$ 24
	Education (ED)	\$ 20	\$ 20	\$ -
				\$10.00
				\$10.12
				\$10.00

		June	May	April	January 1
Membership at Month End	This Year	220	221	225	237
<i>Source: ACBL In-and-Out Report.</i>	Last Year	233	233	231	229
	<i>Percentage Change</i>	<i>-5.6%</i>	<i>-5.2%</i>	<i>-2.6%</i>	<i>3.5%</i>

		June	May	April	Y-T-D
Games / Average Tables	Bridge Gallery	4 / 8.4	3 / 9.7	5 / 9.7	24 / 9.3
	FINLEY 509	4 / 10.9	4 / 10.4	5 / 10.2	26 / 9.9
	Unit Championship	1 / 9	1 / 12.5	1 / 14	5 / 12.5

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5-5-5 Unit Retention and Recruitment Plan Report
By Quarter for the Six Months Ending June 30, 2025

Year	Quarter	Program Component	Remittance Amounts	Quarter Amounts	Program Increment	Available This Quarter	Percentage Realized		Percentile Ranking Within			
							Quarter	YTD	District 21	ACBL		
2024	4	PYRNW	\$ 172.22	← PRIOR QUARTER								
2025	1	BASEQ	\$ 167.41	\$ 167.41	5.0%	\$ 167.41	100%	100%				
		ACTUALPERF	83.71	83.71	2.5%	83.71	100%	100%				
		RETENTPERF	75.34	75.34	2.5%	83.71	90%	90%				
		RECRUITPERF	41.85	41.85	5.0%	167.41	25%	25%				
		Totals	\$ 540.53	\$ 368.31	15.0%	\$ 502.24	73%	73%	<i>n/a</i>	<i>n/a</i>		
Realized on the '11% Program' scale: This QTR / Year to Date							11.0%	11.0%				
2025	2	BASEQ	\$ 162.25	\$ 162.25	5.0%	\$ 162.25	100%	100%				
		ACTUALPERF	81.13	81.13	2.5%	81.13	100%	100%				
		RETENTPERF	-	-	2.5%	81.13	0%	46%				
		RECRUITPERF	40.56	40.56	5.0%	162.25	25%	25%				
		Totals	\$ 283.94	\$ 283.94	15.0%	\$ 486.76	58%	66%	38th	52nd		
Realized on the '11% Program' scale: This QTR / Year to Date							8.7%	9.9%	(14 of 21)	(138 of 286)		
2025: Year To Date			\$ 824.47	\$ 652.25		\$ 989.00						

NOTES:

The **5-5-5 Unit Retention and Recruitment Plan** is an effort by ACBL to grow and sustain membership and enhance experiences for our bridge community, The plan went into effect on April 1, 2024, and replaces the previous flat-rate 11% plan. The new plan is designed to better support each unit's efforts in recruitment and retention. Units now have the opportunity to earn up to 15% of membership fees collected in their unit based on specific retention and recruitment activities. The plan has three 5% components, with one component divided into two parts. A sliding scale is applied to these percentages based on performance. Plan documents state the money distributed is to be used for retention and recruitment programs.

BASEQ – Units automatically receive a base of 5% of membership fees for general retention and recruitment initiatives.

ACTUALPERF – Units can earn up to an additional 2.5% for actively contacting lapsing and at-risk members and logging these actions in the web-based, interactive Return to the Fold tool. A **lapsing member** has unpaid dues for 90 days including through the current month. An **at-risk member** has fewer than five Masterpoints in the last six months, joined within the last three years, and has no club play activity within the last three months.

RETENTPERF – Units can earn up to another 2.5% based on the success rate of renewals of the lapsing and at-risk members.

RECRUITPERF – Units can earn up to an additional 5% for successfully recruiting new members into the unit.