



ACBL Educational Foundation Minutes  
Board of Trustees Spring Meeting  
March 22, 2021 - 7 PM on Zoom

1. Call to Order - Joel Kramer

Joel Kramer called the meeting to order at 7:00 PM. Foundation members attending the meeting were Allison Freeland, Paul Cuneo, Reese Koppel, Greg Johnson, Jane Champion, Sharon Anderson, Betty Starzec, Bryan Howard, Robert Todd, Kristen Frederick and Barbara Clark.

Guests attending were Henry Meguid, Joe Jones and Stephanie Threlkeld.

2. Approval of Consent Agenda

Motion: Paul Cuneo moved that the Board of Trustees approve the February 2021 Financials and Board of Trustee Minutes of November 2020. Jane Champion seconded. The motion was approved unanimously.

3. New Board Members - Joel Kramer

Joel Kramer welcomed Allison Freeland to the board. He asked if she wanted to discuss her interests and her reasons for joining the board. Allison shared that she asked Jay Whipple how she could get involved and he geared her to the board. She has expertise in finance and thought that she could join the financial committee.

4. Executive Director's Report - Kristen Frederick

Kristen shared highlights from her March 22 report. Annual Appeal donations doubled in major gifts and new donations. While Tribute Gifts were down, NonTribute Gifts are up. Check Off Donors are down. The Annual Report had a great opening click through rate with 37,000 people opening the report. Initially 107 were mailed with a second email sent. Feedback regarding the Annual Report was outstanding. Clicks were made on social media, Facebook and Twitter. There were three exposures for publicity in the March Bulletin. Kristen thanked the ACBL for speaking well of the Foundation and their support including the new "Speak Easy biweekly publications. Marketing/Communications - there was excitement regarding a potential Google free advertising grant in which we registered with Tech Soup. This is the first step in the process of eligibility to be funded. Joel clarified that this is part of Google's Charitable Giving to nonprofits which provides an enormous amount of free advertising, more if you do well, \$10,000 in the first year. There were eleven Honor Roll members for the year. Digital Initiative - Frank Cregor was hired as the Social Bridge Online Editor. His list of contacts includes David Scott and BAMSA. Thank you letters are in process including a composite article in the May Bulletin. She thanked the board again for her good rating that made her day.



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### 5. Treasurer's Report - Paul Cuneo

Equity investments are doing really well. Long term bond funds are down in general. Capital losses are down about \$45,000 from 12/1 income statement. The good news is that we achieved our goal of 50/50 between fixed income and equities. The Vanguard Money Market Account has \$77,000 and we have not needed to make a withdrawal.

Our income was less than budgeted for the Educational Foundation Week due to fewer tables in play. Payment was delayed waiting on clubs to pay their sanction fees to the ACBL which is forthcoming for \$112,000 and will be deposited into the Bank of America account.

### 6. Program Committee - Robert Todd

Kristen gave a subcommittee report on grants for this year. Three grants are delayed in discussion for the year. Two were summer camps and the third is Mo-Kan St. Regis Bridge Academy. One grant was rejected, Design of Experiments Services to help teachers with statistics. The Adobe Bridge Club, Inc. is requesting \$10,600 for social bridge and mentoring. This is being reworked and is in process. A grant from BAMSA, Bridge is A Mind Sport for All, requesting less than \$5,000 was just received.

Robert Todd - This is probably a good time to refund Betty's Teacher's Grant. This grant has served as a micro grant for many years to fund a lot of what we do with teachers, ie., Teacher's Breakfast at the nationals twice per year, continuing education expenses related to TAP, Digital Gift Baskets.

Motion: Robert moved to fund the Teacher's Grant again through 2022 for \$25,000. Paul Cuneo seconded. The motion was approved unanimously.

Henry Meguid reminded the board that funding of a complimentary one year membership in the American Bridge Teacher Association for online teacher certification is low. Robert asked Henry to submit a proposal for the ABTA related to the grant since this amount is larger than what can be taken out of the Teacher's grant.

Stephanie Threlkeld - Stephanie posted an extensive link in chat. Online teacher program is going well. Very good feedback from several teachers, how valuable it is and how they have used it. There's lots of good interest. Workshops are scheduled through May. Nine workshops have been conducted since piloted. Of the 105 who attempted certification, 89 passed. Some attempted twice in order to pass. The process is very rigorous especially for those who are learning new teaching methods. The Educational Foundation is also funding a special online teacher certification program for teachers of youth bridge. Twenty nine have registered with twenty two taking the tech prep workshop.



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Seventeen college programs are still going. We are hopeful for the fall due to the impact of COVID-19. When Providence was cancelled, several colleges reached out to play in the tournament that had been scheduled with thirteen teams playing one week and ten teams the second week for master points. A once per week college pairs game on BBO is being tested.

### 7. Presentation: Bridge It Up. Youth Online Bridge Teaching Model - Reese Koppel

Reese thanked everyone for their support and said that he had fun doing the research. A comprehensive power point presentation of a plan consisting of Mission, Vision, and Goal Statements, Incentives, Curriculum, Evaluation Components, Infrastructure, Staffing, Budget Designs, Production Timelines, Tracking Systems, Website Design, Relationships With Other Youth Bridge Organizations, Sustainability, and Help Needed from the Board was presented. Board comments were enthusiastic and supportive. Paul Cuneo - I fully support the program. Betty Starzec - Wonderful presentation. She invited Reese to make a presentation at the Teacher's Breakfast chaired by Henry Meguid. Henry Meguid - Looking forward to it. Teachers will benefit. Entire structure terrific. Robert - Very excellent, comprehensive report. Cost of the program fits within the current budget structure.

Motion: Robert Todd moved that Under the direction of the steering committee, with regular reporting to the board and program committee, create the program of Teaching Youth Bridge Online, proceed with the program and allocate up to \$100,000 through June 2022. Betty Starzec seconded. Motion was approved. Reese Koppel abstained.

Motion: Joel Kramer proposed that Reese Koppel be the Director of the program. No objections were noted. Robert Todd seconded. The motion was approved. Reese Koppel abstained.

Reese's report will be made available to the board at the appropriate time.

### 8. New Business - Impact of COVID on Austin NABC - Kristen Frederick

Kristen has been having productive meetings with Mary, Sarah Beth and Stephanie regarding reception at NABC. The first opportunity is in Austin. Awareness is raised with COVID relative to food, beverages, social gatherings for board meetings. Hotel and ACBL regulations regarding the number of people who can attend a reception and if vaccines will be required are unknown. Texas is a no mask mandate state. It's important to be able to interact with donors which is difficult with distancing requirements. Consideration is being given to communicating with donors, 75, regarding their preferences. Having an RSVP is also a consideration.



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It has been recommended to postpone until Reno or Providence where weather conditions will be more favorable. Joe Jones had nothing to report from the ACBL.

### Board Self Evaluation - Joel Kramer

Everyone is comfortable with self assessment, how we operate and how we function. Input is to help enhance our performance. Sharon Anderson is the point person. She agreed to develop a self assessment process and procedures.

9. Adjournment: The meeting was adjourned at 8:41 PM.

An Executive Session followed.