

GNYBA Board Meeting Minutes 2025-01-07

Attendees: Alan Davidson, Lee Lin, Barbara Marcin, Bill Sigward, Jeffrey Rothstein, Norman Trabelus, Tom Romeo, Amy Rhodes, Adam Parrish, Melanie Petsch, Abigail Weinschank, Phil Lentz, Deborah Tormey, Steve Levine, Rachael Moller, Maya Jonas-Silver, Marla Lawson.

We have 2 new members who were not present: Yasmine Guenancia and David Moss, though neither were present for this first meeting of the year.

Regional postmortem from Phil:

- We averaged about 55 tables per day. People seem to like the venue itself, though not the tourists in Times Square.
- We lost ~\$12,000 on this tournament, which was roughly what we were expecting. Way better than losing \$30,000 like a previous tournament!
- Marriott is already talking to us about doing it again next year.
- Many people wanted coffee at the venue, but that would have been prohibitively expensive.
- Jeffrey R points out that there was a Starbucks upstairs with such a long line that you couldn't use it during the game. Could we have gotten a shorter line somehow? Something to talk to the Marriott about for next year.
- Melanie: despite the good turnout, there were not many out-of-towners. If they're not coming, maybe don't spend as much on the Bulletin advertising to them. This needs to be sustainable in the long term.
 - Bill disagrees: we need something in the Bulletin
 - Phil: we don't get out-of-towners because hotels are expensive in New York, especially Times Square just before New Years Eve.
 - Steve: we might get more in Astoria, where the hotels should be cheaper
 - Amy: If we don't put something in the Bulletin, we need better communication elsewhere: more emailing to get the word out, more flyers dropped off at nearby regionals, etc.
- Should we adjust prices: regionals shouldn't be cheaper than the club, and we are losing money on them
 - Alan: Honors is very expensive, but our regional is already more expensive than most other clubs besides Honors
 - Phil: the regional in Suffern is only \$22 per person per session, compared to our \$35 (we're already 50% more expensive)
- More on advertising for the Astoria regional:
 - We need to bring Astoria flyers to Suffern
 - Lee: Also need to advertise Astoria at the clubs
 - Lee: We did BBO ads a few years ago, might be cheaper than a Bulletin ad
 - Adam: ads on BridgeWinners.com are cheaper than the Bulletin, and cater to the out-of-towners

- Lee: there was an attendance drop in Gold Rush and Newcomers games. Do we have a pipeline problem getting new players in at the bottom?
- The board authorized Phil and Bill to negotiate with Marriot for next year
 - What about holding it in October instead of December? Phil and Bill will ask about it, but they suspect it will be prohibitively expensive.
- Early signups:
 - Entry Express isn't ready for regionals, and implementing our own version is hard to link to the ACBL.
 - Possibly use the same RSVP system Honors uses?
 - Barbara: if we know in advance who is coming, we can email them with e.g., Starbucks locations, parking details, etc.
 - Melanie: Bronia at headquarters says Entry Express is never coming to regionals: they're cutting their losses and just keeping it for NABCs. We're on our own.
- Lee can't do the partnership desk coordination in the lead-up to Astoria. Amy and Barbara will take over for him.

Pro-Am-Am-Am:

- Stephannie is looking for 3ish people to help organize for March 28. Abigail and Amy will help with Am recruiting, Melanie will help with Pro recruiting, and Alan might be willing to help wherever needed.
- The event pays silver points this time!
- Deborah: newcomers might not know what silver points are. Remember to explain this to them!
- Ams should be non-Life-Masters with at most 750 points.

Lee: GNTs

- All games are in February.
- Conditions of the contest are live, flyers are live.
- Registration is a super-simple Google Form.
- Feb 2: flights A and C
- Feb 23: flight B
- Feb 15-16: Championship flight
- \$30 per person per session
- Many fewer knockouts: only 4 teams survive after the first day unless a ton of teams show up.
- Ideally, A and C knockouts are alldone on the 16th, same day as the Championship flight.
- Amy: anyone who played the October Pro-Am³, if you've never played in the GNTs before, your first flight C event is free.
- Student discount: 50% off the opening round for all flights
- Bridge Express is not interested in hosting the GNTs, despite us asking multiple times.
- Adam: will try to organize carpooling to tournaments.

Maya made an Instagram account: @nyc.bridge. Would welcome help posting to it.

5/5/5:

- please remember to go to the website and contact folks. The more of us who participate in contacting people, the more the workload is spread out.
- Jeffrey R is still working on the budget, so we can't yet compare this year's numbers to last year's (pre-5/5/5) numbers.
- We did not contact some newcomers 3 months before their 6-month membership expired, and that cost us some budget. Melanie has given this feedback to Bronia, who is trying to work out some of the kinks.

Lee: Mark Aquino's regional director seat is open next year. It's in charge of District 25 and us. Something to consider running for...