



**ACBL Educational Foundation Minutes
Board of Trustees
143rd Annual Meeting
Saturday, July 13, 2020
Zoom Video Conference**

- I. Call to Order – Joel Kramer
The meeting was called to order at 12:00 pm by Joel Kramer. Foundation members attending the meeting were Michael Berkowitz, Jane Champion, Barbara Clark, Paul Cuneo, Kristen Frederick, Barbara Heller, Bryan Howard, Greg Johnson, Reese Koppel, Joel Kramer, Betty Starzec and Robert Todd. Guests were Sharon Anderson, Stephanie Threlkeld and Henry Meguid.
- II. Approval of Minutes – Jane Champion
Jane Champion presented the minutes for the Annual meeting March 21, 2020 and a special video conference to approve new board members held on May 11, 2020. Kristen Frederick correcting a spelling error in the Annual meeting minutes. Paul Cuneo made the motion to accept the minutes from both meetings as revised. The motion was seconded by Greg Johnson. The motion carried.
- III. Treasurer’s Report – Paul Cuneo
 - a. Financial Statements
Revenue is \$300,000.00 ahead of budget with receipt of funds from prior year legacy gifts and ACBL Educational Foundation Month income. Expenses will be lower this year due to programs cancelled due to the pandemic. Current assets are just over \$2,000,000.00.
 - b. Vanguard
The Finance Committee agreed to commence dollar cost averaging in June by investing \$35,000.00 monthly over the next year. A separate endowment account has been created as required in our By-Laws.
- IV. Legal Report – Bryan Howard
The Foundation took out a PPP loan for \$20,000.00. We were originally eligible to be forgiven \$15,000.00 of the loan. There was a change of rules and we can now be forgiven the entire amount of the loan.
- V. Development Committee – Kristen Frederick

Kristen has attended several philanthropic seminars and reported that this is not a time to directly ask for money. The focus will be to stay in touch with past donors. Kristen is recognizing donors reaching milestones in the ACBL Bulletin and will be sending postcards to past donors to keep them abreast of Foundation activities. Sharon Anderson has agreed to Co-Chair the Development Committee when she joins the board January 2021. Barbara Clark will be joining the Development Committee. Brian Howard has given a legacy gift to the Foundation.

VI. Marketing and Communications – Kristen Frederick

The focus has been on developing the social website and working with Trickster Bridge. Kristen is creating a tri-fold brochure that will serve as an insert with thank-you letters and annual appeals.

VII. Program Committee – Robert Todd

This is the first year the Foundation has moved to a funding cycle. The Covid world has put most programs and grants on hold.

- a. Summer camps that were funded for 2020 will retain the funds and are now pre-funded for the 2021 season.
- b. Military programs will eventually resume.
- c. Boys and Girls Club programs will eventually resume
- d. Tricky Bridge is scheduled for a worldwide launch by late August or early September. The lessons that were funded by the Foundation are now mostly complete.
- e. Best Practices Online classes will be launched with a pilot in mid-August.
- f. Social Bridge website is nearing completion in partnership with Trickster Bridge. We are creating videos on how to use Trickster Bridge. There will be a test marketing campaign in CA, NY, TX & FL to promote the social bridge website.
- g. Collegiate Bridge programs will likely be reduced based on the number of schools that will be open Fall 2020. Stephanie Threlkeld projects spending less than \$10,000.00 in stipends and supplies. We currently have just less than 50 schools in the program with 800 students enrolled in the BBO Collegiate platform.
- h. The Teacher's Roundtable was to take place at the Summer NABC. Robert Todd will hold the roundtable on Video Conference with ABTA. The goal is to make sure that the Foundation develops and supports programs that coincide with teacher's interests and to create a sub-committee of teachers to address this issue.

VIII. Discussion Topic: Social Bridge Website - Joel Kramer

- The focus for the website needs to be fun, engaging and provide clear instructions on how to navigate and set-up social games in Trickster Bridge.
- While there may be educational material on the website, social players do not tend to want to learn new conventions or take classes.

- The Foundation will look to engage a freelance writer to keep website fresh with articles about bridge.
- A second party forum for social bridge players can be explored.
- Michael Berkowitz will investigate the metrics of establishing a 'partnership desk' for the website.

The next meeting of the ACBL Educational Foundation will take place via Zoom Video Conference on Saturday, December 5, 2020 at 12:00 pm eastern time. The meeting was adjourned at 1:32 pm.