

Draft MINUTES

YCBA BRIDGE DEVELOPMENT MEETING 20th July 2023

Held on Zoom

Present: Lesley Millet (Chair), David Guild, Ron Millet, Ruth Kerr & Mark Dunkeley

Apologies: Nick Woolven & Pauline Stout

- 1 Discussion took place on the need to engage more with our EBU Clubs, together with Non-Affiliated Clubs & possibly U3A.**
- 2 We need a membership drive – which would include contacting our clubs to see whether they want to teach outside their current premises. YCBA would help to fund this with grant aid.**
- 3 Seed new bridge clubs in unserved density populations – a medium term goal - Ron Millet to lead.**
- 4 Following on from this it was agreed that we should put to the Board the appointment of a paid consultant for a specific term to work with clubs on recruitment & marketing. David Guild to supply L Millet with consultancy document from 2017. Once we have Board approval – LM/RFM will prepare the necessary documentation.**
- 5 MD suggested that we recommend Clubs have open days – York BC have used this method of getting people into their Club which has worked. YCBA will help fund publicity to clubs. MD to prepare an article for our Website – to share with the Committee.**
- 6 MD recommended a Good News Stories on our Webpage. LM to propose to the Board.**
- 7 Our Facebook page needs revamping, expanding and using. LM & MD to brainstorm and move on this asap.**
- 8 Assistants – it was agreed that we need non-Board volunteers to assist with YCBA activities – including marketing, admin and conferences. LM to discuss with the Board whether we can move a direct mail appeal to our members.**
- 9 Discussion took place on teaching – DG to lead – we need numerous assistants to develop central lecture/fragmented practice teaching approach to get student numbers. Possible pooling of Club volunteers. To launch with clubs at November YCBA Members Day.**
- 10 Planning of the YCBA Members Day needs to be commenced – LM & DG to lead.**

Suggested dates for the next meeting:

4th,5th or 6th September – on Zoom.